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AUTHOR Parr, Edward
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ABSTRACT

A total of 830 patrons of the adult section in Waverly Municipal Library in Sydney, Australia responded to a questionnaire to determine sociological characteristics and user behavior. The study revealed that: (1) nearly two thirds of all users are under 35 years of age; (2) level of education and involvement in formal education are underlying determinants of use; (3) there is a high level of satisfaction with library service; and (4) few people perceive the public library as part of a community information network and the library itself does not appear to act in this capacity. Further questioning of non-library users was recommended for more complete information to be used in library planning. This step-by-step report describes the methodology used to determine library user characteristics, and includes tables, diagrams, maps, plates and the questionnaire. (Author/KP)

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EDWARD PARR

DEPARTMENT OF LIBRARY STUDIES

WESTERN AUSTRALIAN INSTITUTE OF TECHNOLOGY

1977

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EDITOR'S PREFACE

The objective of this Library Studies series is to make accessible to the profession and to those who are interested in library and information services, all kinds of studies, essays and reports which are the outcome of the activities of study and research which are carried on by the members, staff or students of the Department of Library Studies of the Western Australian Institute of Technology.

The editorial committee includes members of the profession who are not associated with the Department. Its aim is to publish only those contributions which by their quality and content are perceived as capable of contributing to a better understanding of the problems which face the profession especially in Australia, and of the ways in which they can be solved.

Ed Parr's research report on a user survey of a public library in an inner suburb of Sydney, N.S.W., meets the broad criteria laid down by the editorial committee.

It is a remarkably candid, lucid, step-by-step report on an application of scientific method to a major area of librarianship. Its freedom of unnecessary jargon, its almost didactic quality will make it useful to students of librarianship. This is why it is published unchanged.

The numerous dedicated and professional public librarians in Australia who are seriously concerned with evaluating the effectiveness of their efforts will not find in Ed Parr's report any rhetoric, but an introduction to a kind of tool which they are looking for.

Overseas students of international and comparative librarianship must find their study of Australia a very difficult task. In librarianship, as in so many other areas, the true situation is camouflaged by the language which is common to the rest of the English

reading world. The names of our institutions, the terms which we use to describe t[illegible] environment are practically all inherited or borrowed from vastly different contexts. Vast studies, like those alluded to by Ed Parr, including the Horton Report, may have whetted the overseas student appetite for more micro evidence of what our urban situation is really. Ed Parr's study should meet such a demand.

Lastly it is hard to read Ed Parr's report without being led to ask oneself a rather disturbing question. Are our public libraries, and all other kind of libraries, for that matter, the clearing houses of information transfer which so many of our professional dreams assume them to be? How relevant is our service to the needs of our community, and should we be satisfied with our performance?

The rigour of the scientific method of inquiry is such that the investigator must strive for objectivity and of necessity, leaves unsaid those things his data will not support. The reader will readily appreciate that the Chief Librarian of Waverley, Mr. R. Lander, would be able to view from a different perspective some of the results of this report. His interpretation and qualifying remarks would be derived from his close association with the users of the library and his personal observations of the Waverley community. His willingness to agree to the publication of this work in its original draft reflects the high level of professionalism and confidence of librarians in this country - a professionalism without which the Editorial Committee would never have thought it worthwhile to publish Ed Parr's study.

ANDRÉ MALI
for Editorial Committee

Perth, August, 1977

PREFACE

This manuscript was prepared in 1975 in partial fulfilment of the requirements for the degree of Master of Librarianship from the University of New South Wales. Being the final labour in an exciting, but taxing year of studies, I cared only that it should meet the criteria of its assessors. That it should receive a wider audience than that select group was not then of any interest or importance.

Since that time a number of requests for copies have been received and friends have urged a wider distribution. Had the great *spirit of inquiry*, which arose out of an unprecedented interest in public libraries on the part of government been carried forward, publication of this report would have been quite unwarranted. This was not to be and the local, small-scale surveys which are the necessary complement to the large-scale surveys of 1975 and 1976 have not eventuated - at least, not in a published form.

Small-scale user studies such as this report are not difficult or expensive to conduct if appropriate attention is paid to their planning and implementation. When analysed the gathered data can yield the librarian a surer ground from which to plan and develop services. For too long we have been satisfied to base our planning on un-tested assumptions. Today's librarian has to contend

with more demands to justify his budget than was the case yesterday

This report is issued in its present format in the hope that librarians who read it may be encouraged to survey and evaluate their services. To offer it as a model would be presumptious - it was not written to that purpose - rather it is presented as a case study of one user study. The value of its results and the utility of its conclusions I leave to the reader to judge.

ED. PARR

Perth 1977

ACKNOWLEDGEMENTS

Thanks are owed to many people for the help and encouragement they have given me in the completion of this project - too many to thank each one individually. However, Ron Lander and Dennis Moore of the Waverley Municipal Library, must not go un-named. Without their active assistance in planning and executing the survey I could not have managed. Special thanks are also due to Alan Hall and Carmel Maguire of the School of Librarianship. Alan for steering me through the data processing phase and Carmel for the inspiration to complete the project.

To everyone else who helped, friends, fellow students, staff of the Waverley Municipal Library, Staff of the School of Librarianship, and of course, the users of the Waverley Municipal Library, my thanks to you all.

Ed Parr.

ABSTRACT

This study of public library users is based on a sample of 830 users, included in a one week survey conducted in the Adult Section of the Waverley Municipal Library in September 1975. Brief accounts of Waverley and Waverley Municipal Library are included, together with a description of the methods used to collect the data.

Concentrating on sociological characteristics and user behaviour, the survey reveals that nearly two thirds of all users are under 35 years of age. Level of education and involvement in a formal programme of education are found to be the underlying determinants of use. Use by overseas born migrants is low and restricted to those who are well educated or have resided in Australia a long time.

There is a high level of satisfaction with the library service, although the under-25's, who in general borrow less books than the older age groups and use the reference library a great deal more, are more critical than the older age groups. Few people perceive the public library as part of a wider community information network and the library itself, does not appear to act in this capacity.

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Chapter 1

INTRODUCTION

Free public library services have been an accepted community resource in Britain, the United States and some European countries for well over a hundred years. In Australia they are essentially a post-second world war phenomenon. Development has been rapid and in contrast with the countries mentioned above, there have until very recently, been few resources available for the evaluation of services, or detailed scrutiny of the people who use, or do not use our public libraries.

It has been generally assumed that since Australian libraries have closely followed overseas models in design, content, concepts of service and training of personnel, Australian users would have the same socio-economic profile and use patterns as their overseas counterparts. Striking similarities were found to exist between British and American users as a result of use studies and in view of our closely related cultural background, it was expected that a similar user profile would emerge from Australian studies. As the evidence from our first large scale studies is examined it would appear that this expectation will be realized - at least in broad detail.

Large scale studies are valuable aids to planning and library planners at state and national levels cannot fail to welcome them. However, their value to the planner at the municipal level of government is considerably less. The municipal library planner needs more than a broadbrush view of the people he must plan for. No two library areas are identical, each will have its unique age and socio-economic

structures, each will contain a greater or lesser number of migrants of varying origins and stages of social integration, and each will be affected by a different history, a different geography, a different land use and a different set of cultural expectations from its residents. To plan effectively for a municipality, the library planner needs a more detailed knowledge of his present and potential users than is afforded by a large scale study made in another area, or even one which includes his own particular service threshold as an undifferentiated part.

With the Municipality of Waverley in the eastern suburbs of Sydney as a locale, this project seeks to present a part of the detailed knowledge required for library planning at municipal level. Its principal purpose is to draw a sociological profile of the user of the Waverley Municipal Library. But at the same time it seeks to gather information and data on the relevance of the public library to overseas born migrants, to assess the strength of the relationship between the public library and other social agencies, and to collect other relevant data on the behaviour and attitudes of users to the Waverley Municipal Library.

Chapter 2

OUTLINE OF STUDY

2.1 Overseas Studies

Librarians and researchers in Britain and the U.S.A. have long been concerned to discover more of the characteristics of library users and non-users, so that a considerable body of literature has evolved. Some idea of its extent may be obtained from Atkin's bibliography of user studies which lists more than 700 surveys conducted between 1950 and 1970 (1). A search of this bibliography yields 161 entries for surveys of public library use and non-use in the United States alone, and 66 are recorded for Britain. Most of these surveys are extremely limited in scope and local in their application to other situations. Throughout this study comparisons will be made between Waverley's findings and the results of a small number of other studies. Although few in number, these studies are major in their field, widely respected for their coverage and integrity and frequently cited as presenting typical user and non-user profiles. Other studies might have been used, but these are considered representative of the best. Three are from the United States and two are from Britain. A brief outline of each is given below.

Berelson's The library's public (2) was published in 1949 as part of the great American Public Library Inquiry and is generally considered the departure point for other surveys. Based on an interview survey of 1151 adults chosen at random from all across the U.S. and matched with earlier published surveys, this study revealed important socio-logical factors about library users. Young people are found to

predominate among library users, but there is a very sharp fall-off of use at school leaving age. A very positive correlation was established between the level of education and public library use - only 10-15 per cent of the population with a grade school education were members, while 50-60 per cent of the college educated were on the library rolls. Women were generally found to exceed men with memberships ranging from 50-65 per cent of the totals.

The correlation established between level of education and public library use is maintained in the occupational categories - professionals, managers, students and white-collar workers are all over-represented by comparison with the general population. Berelson also established that opinion leaders in the community are heavy users, that intensity of use varies with the socio-economic grading of the community served, that use varies with the distance of the library from patrons' homes, and that collection size influences use.

Almost twenty years after Berelson's basic study for the Public Library Inquiry, Mary Lee Bundy (4,5) carried out a questionnaire survey in the Baltimore-Washington metropolitan region of Maryland. It demonstrated that American public libraries are no closer to serving the general public, and that their clientele is still a very select portion of the community. Based on a sample of 21,358 users of 99 different service outlets, the survey indicates that formal education increasingly determines the make-up of public library membership. Students of all types constitute 47.3 per cent of the library population with high school students forming 64.5 per cent of that particular group. In the non-student group, users with a college level education predominate and comprise 60 per cent of the total. When the occupation structure is

examined it is found that professionals and managers together account for 66 per cent of the employed adult library population, although they form only 23 per cent of the employed adult category in the general population. By contrast, operatives, who make up 15 per cent of the workforce, have only a 1.4 per cent representation in the library's employed adults category.

Lowell Martin (17) in a thoroughly researched analysis of the Chicago Public Library's role in 1968, a time of great urban change, also included a questionnaire survey of the users of the city's libraries. His findings provide no significant departure from Bundy's. What is important though, is his prediction that the present intensive use of public libraries by students will ease as school, college and university libraries develop an increased capacity to meet their needs (17:42).

These surveys quite clearly indicate that while the American public library includes among its users, representatives from across the whole educational and socio-economic spectra, the principal demand for service is from among students and the professional and managerial groups, membership of which is determined by the level and quality of education. The user profile which emerges is consequently very different from that of the general community.

Groombridge conducted a survey among seven London boroughs, the results of which were published in 1964 in The Londoner and his library (9). It is important for its inclusion of non-users as well as users. It is also valuable for the opinions and attitudes expressed by the respondents. The collection of this sort of information being possible because of the in-depth interviews given to the sample population.

While there are strong similarities between London library users and their American counterparts the outlines are not as starkly drawn. There is still a strong correlation between length of education and public library membership, but there is a more even spread among all educational categories. Professional and managerial groups are over-represented, but do not predominate and again the spread across all occupational groups is more even. Groombridge is at some pains in interpreting his findings to resist over-statement and to keep the variety to be found among users firmly before his readers' attention. He writes, "There is a sense, then, in which the libraries' clientele is middle-aged and middle class, but one of the objects of a survey of this kind is to expose the crudities of such generalizations. Major, if not majority, sections of the libraries' public are young and working class."

Luckham (15) surveyed British public library users in a different part of England. For his 1964 survey of the Midlands towns of Chester and Eccles he used both questionnaire and interview techniques. The findings are in general closer to Groombridge's than to the American studies, but nevertheless they confirm what each had found, that is "...that members are more than proportionately drawn from persons with extended education, non-manual occupations and younger in age" (15:24).

2.2 Australian Studies

By contrast with the wealth of British and American studies contained in Atkin's bibliography it does not include a single entry of Australian origin. One at least could have been included. This is McCalden and Atkins' (16) one week survey of the users of Newcastle City Reference Library in 1967. As it was restricted to use of a reference library it is not possible to generalize greatly from the results, but it was found that students were in the majority in a predominantly male

clientele, and that the greatest intensity of use came from those who live closest to the library. The purpose of the survey was to support a submission to the Newcastle City Council for increased resources.

By 1971 nowever, some Australian librarians were voicing their concern at the lack of detailed knowledge relating to Australian library users. In an article written in 1970, in which he called on librarians to examine their services for relevance to community needs, A.J. Brown wonders at the complacency with which services were planned. He pointed out that no business man would invest comparable sums of money in an enterprise without first requiring a market survey - "yet we do just this in the happy conviction that we know our public and what's best for them" (3:70).

In Melbourne Barrett Reid (18) echoed Brown's concern and in 1972 attempted some analysis of the membership files of selected libraries. He compared the membership files of six suburban libraries in relation to the Lancaster Jones scale of socio-economic status and ethnic composition (12). It was found that in the middle and upper class suburbs 39 to 43 per cent of the population were registered as borrowers, while in the working class suburbs only 11 to 12 per cent were registered. The same imbalance persisted in regard to children and once again the libraries in upper class suburbs enrolled three to four times the proportion found in working class suburbs.

Following Reid's article the next published study of Australian library users was made in North Sydney in 1973 by Marea A. Johnstone (11) at the Stanton Library. While the method of drawing the sample means that the probability of its being truly representative of the whole library

population is very low, the study does underline the need for local surveys to complement large scale surveys. It was found for example that due to changing land use trends in North Sydney, that is, away from residential to commercial use, that students represent only 26 per cent of the users - a much smaller proportion than could be expected from the findings of large-scale studies.

In 1974 the Library Council of Victoria commissioned the professional social survey which Reid foreshadowed in his paper referred to above. It is the most important document generally available to date (December 1975) on Australian library users and non-users. Published as a monograph under the title Libraries and people in Melbourne (10) it is based on interviews of 2,188 people living in 989 separate households in four library service areas. Significant findings of particular relevance to this study are a strong correlation between level of education and library use, high use rate by students, especially high school students, length of residence as a predisposing factor to use, and low use rates by people of European origin with the exception of British people, who are the heaviest users of all national groupings including the Australian born. (10:61).

The Australian Government's Department of Urban and Regional Development has also commissioned two large scale regional studies which include some analysis of public library users. To date only Weststudy (26) which reports on the information and library needs of the people of Melbourne's Western Region is available in published form. It is a most interesting report for its wide view of information dissemination in a culturally diverse region and the present and possible role of the library in such a community. The finding that people turn primarily to other people rather than to institutions for

information, has obvious implications for librarians who would seek ways to increase the public library's role in the information exchange process. The report also includes some sociological data on the membership of the Altona Public Library. In terms of occupational representation in the library's membership file, professionals with a 68.01 per cent group representation are the heaviest users. Production workers and labourers, although well represented numerically within the total library membership, have only 1[illegible].76 per cent group representation.

The other study commissioned by the Department of Urban and Regional Development is based upon Sydney's Western suburbs. When published this report will be a most valuable addition to our knowledge of the Australian public library user. As well as surveying the complete library and information resources of the region it includes user studies of a number of independent municipal library services.

2.3 The Waverley Study

Overseas library planners have viewed large scale and local library use studies as important library planning instruments for more than six decades. Lowell Martin's Chicago study, for example, is the third in a series of Chicago Public Library studies which began in 1916 (17:XIII). In Australia a body of knowledge of public library users and non-users is now being assembled as both types of surveys are gradually undertaken. This report deals with a small-scale survey of the users of the Waverley Municipal Library in the eastern suburbs of Sydney. Data were collected for the purpose of testing certain hypotheses, which large-scale overseas and Australian studies suggest may reasonably be advanced about Waverley's public library users. The hypotheses largely relate to the social characteristics of public library users, but it is

also intended to examine the extent to which overseas born migrants use the public library, to gauge the relationship between the public library and other community agencies and to collect data relevant to the behaviour and attitudes of the users to the Waverley Municipal Library.

2.4 Hypotheses

In his much respected book, An introduction to scientific research in librarianship, Herbert Goldhor draws a sharp distinction between what he calls a "particular hypothesis", that is one which has no potential for generalization outside a specific set of circumstances, and a genuine hypothesis, the true nature of which allows "...the statement of a relationship between facts or variables, summarizing what is known or has already been learned about the situation in question and going beyond such knowledge to provide a more general statement applicable to other situations and circumstances" (8:53). Although the hypotheses which follow will be tested against data drawn from only one small community, they are derived from the earlier large scale studies outlined above and if found tenable, will not suffer "particularity", but will serve to add to the power of the generalizations commonly made from the large scale studies. At the same time they will also add the qualification so necessary to large scale studies if they are to be applied to library planning at a local level.

Goldhor has much to say on hypothesis formulation and in the following, his injunction to state hypotheses in a positive manner in order to build on previous research, has been followed (8:72). The hypotheses which are tested in this report and which directly influenced the design of the questions included in the questionnaire used to collect data are

as follows:-

1. Patrons under the age of 25 years are over-represented among public library users proportionate to their representation in the general population.

2. Patrons with a university level education are over-represented among public library users proportionate to their representation in the general population.

3. Patrons from the professional and technical occupational groups are over-represented among public library users proportionate to their representation in the general population.

4. Migrants from overseas are under-represented among public library users proportionate to their representation in the general population.

5. Migrants from overseas do not use the public library as an aid to community integration, but only after a lengthy period of residence has elapsed.

6. The Waverley Municipal Library is not acting as a referral centre for other informational and social agencies; and

7. Other informational and social agencies do not recognize the Waverley Municipal Library's potential as a source of information relevant to their clients' needs.

2.5 Limitations of the Study

It is inevitable that when a survey of this nature is planned that the surveyor will have to accept certain limitations to his or her work. Some of these are straightforward limitations on resources and influence the scope of the project and determine the methods employed to gather data. This report encountered limitations of this nature and their influence is discussed in Chapter 4 where the methods of data collection are described. There are other limitations and these apply

to the completed work itself. If this report is to have any value in library planning it must be realized that the period reported here covered only one week in September 1975. It should not be assumed that it is necessarily typical of every week in the year. A week selected in January when school and university is out and when many people take their annual holidays, could provide a dramatically different profile of library users. Ideally a series of such surveys should be undertaken over several weeks during the year.

Another limitation to this survey is that it does not cover use of the Children's section of the library. No study of a library service can be complete without a coverage of this important aspect of public library service. Finally this report covers only patrons who visited the central library of the Municipality's library service, it can report nothing of those who use the branch library, or who never visit either of the libraries, or of those who may once have used the library but no longer do so.

2.6 Summary

Until recent times we have possessed only a vague picture of the Australian library user. Before this it was assumed that he was typical of the type identified by British and American researchers. Some important overseas and Australian studies have been described, and the present study is presented as an attempt to provide a sharper picture of the Waverley Municipal Library users. Hypotheses have been formed and will be tested by an analysis of the data collected. Before going on to a description of the methods used in the execution of the survey, Waverley and its library service are described.

Chapter 3

WAVERLEY AND THE WAVERLEY MUNICIPAL LIBRARY

3.1 Waverley

Waverley is a closely settled residential community situated four miles east of Sydney. It is one of Sydney's oldest municipalities having acquired municipal status in 1859. Settlement followed the extension of the early tram lines into the municipality from the 1880's onwards. The most rapid period of residential development occurring just prior to and after the economic depression of the early 1930's.

In the early years of settlement the land supported some agriculture, pig raising and market gardens. Today however, Waverley's 3.47 square miles of land is used for high density residential and commercial purposes and development is generally manifested through re-development, unimproved land being very scarce. Some small-scale light industry and manufacturing is carried on in the municipality, as well as the quarrying of building stone but all such activity is rigidly zoned (25).

The residents of Waverley are well served with shopping facilities. Bondi Junction is the central commercial area, while a number of other smaller centres are scattered throughout the area. A number of pleasant beaches including the famous Bondi Beach are added advantages to living in Waverley and bring many weekend and holiday visitors. The area is well served with numerous primary schools. There are also five high schools, three of which are independent. The University of New South Wales is located only three miles outside the municipality in neighbouring Randwick.

The annual report of the Municipal Council (25) suggests a strong concern for the development of social welfare services in the community. It employs a staff of social and recreation officers and maintains a range of welfare services and community aid centres. Support for recreational and cultural organizations all point to the encouragement of a sense of community identity.

3.2 Some Waverley Population Characteristics

Age (years)	Australia (1971) %	Waverley (1971) %
0-14	28.8	15.8
15-19	8.7	7.6
20-24	8.6	13.3
25-29	7.3	9.6
30-34	6.3	6.1
35-39	5.8	5.1
40-44	6.2	5.7
45-49	6.1	6.3
50-54	5.2	6.3
55-59	4.7	6.4
60-64	3.9	5.8
65 +	8.3	11.9
	99.9	99.9

Table 1. Population of Australia and Waverley compared.

By comparison with the national population Waverley has a population which is substantially older. Only 23.4 per cent are under 20 years while the national proportion is 37.5 per cent. Other contrasting features are the age group 20-29 years, where Waverley exceeds the national figure by 22.9 to 15.1 per cent and again in the case of the over-50's, when it displays a departure of the order of 30.4 to 22.1 per cent.

Population growth in Waverley has been very modest over the past three decades. In 1941 it stood at 63,000 and in 1971 reached 65,539, a growth of only 4 per cent. This is due to the intensive development of residential land in the 1930's. Flats are the most common class of dwellings in the Municipality and this has resulted in a density of 12 dwellings per acre. There is however, no conspicuous over-crowding as each dwelling has an occupancy rate of only 2.1 persons, which suggests this class of dwelling is occupied by single persons, or persons without dependants. It is likely therefore, that the high number of flats in Waverley explains the unusual concentration of people in their twenties and over-fifties. With 47.8 per cent of the population living in flats a high degree of population mobility is only to be expected. This is confirmed by the census which shows that in 1971 only 39.2 per cent were living at the same address as in 1966. This picture of Waverley as a community of flat dwellers in their twenties, either single persons or young couples without children of school age, and people over 50, has implications for library use, the significance of which will be discussed later.

The Waverley workforce has a majority of white-collar workers and even among the blue collar component there is a high representation of skilled

tradesmen. Labourers and process workers do not form a significant portion of the Waverley workforce at all. Wholesale/Retail and Manufacturing are the major categories of employment of the Waverley labour force according to the census, with Finance etc. and Community Services also important categories.

Overseas born migrants form a significant proportion of the Waverley population. In the national population overseas born have a 20.2 per cent representation, among the Waverley population it is 33.9 per cent. If however, the 22,229 people this represents are grouped on the basis of the length of time they have lived in Australia, the following pattern is found.

Period of Residence	Persons	
0 years	1,949	
1 year	1,718	
2 years	1,359	29.1 %
3 years	787	
4 years	666	
5-9 years	2,769	
10-16 years	3,937	64.3 %
17 years +	7,569	
Not stated	1,475	6.6 %
	22,229	100.0 %

Table 2. Overseas born in Waverley grouped by period of residence in Australia.

From Table 2 it may be seen that the great majority of overseas born residents have had more than 5 years residence in Australia. It would appear that Waverley attracts a large number of migrants in their first years in this country, loses them in outmigration and then receives them back after they have become assimilated or perhaps more prosperous. Migrants from the United Kingdom and Ireland form by far the largest group, but New Zealand, Hungary and Asia are also important source nations.

In summary Waverley presents a picture of an established residential suburb of a large metropolis. It has a population in which the 20 year olds and over 50's are over-represented and the under 20's under-represented. The majority live in flats and have middle-class occupations. There is much movement into and out of the area, as well as considerable movement within the municipality. More than one third were born overseas, the great majority of whom appear to settle in Waverley after more than five years in Australia.

3.3 Waverley Municipal Library

The library service commenced in 1963 and has two service outlets, a central library and a branch library. The central library is situated in Ebley Street, Bondi Junction, in a building converted from a former bowling alley (Plates 1 & 2). This location cannot be considered ideal as Ebley Street is a quiet thoroughfare, unserviced by public transport and two blocks from Oxford Street, the main shopping and commercial artery (see map on page 28).

Patrons who visit the library by car are well served by the design of the building. The service area is housed on the first floor level

leaving most of the ground level free for parking. One unfortunate consequence of this is that all patrons have to walk up a flight of stairs to use the library. The absence of a public elevator may mean that the elderly and infirm are prevented, or deterred from using the central library.

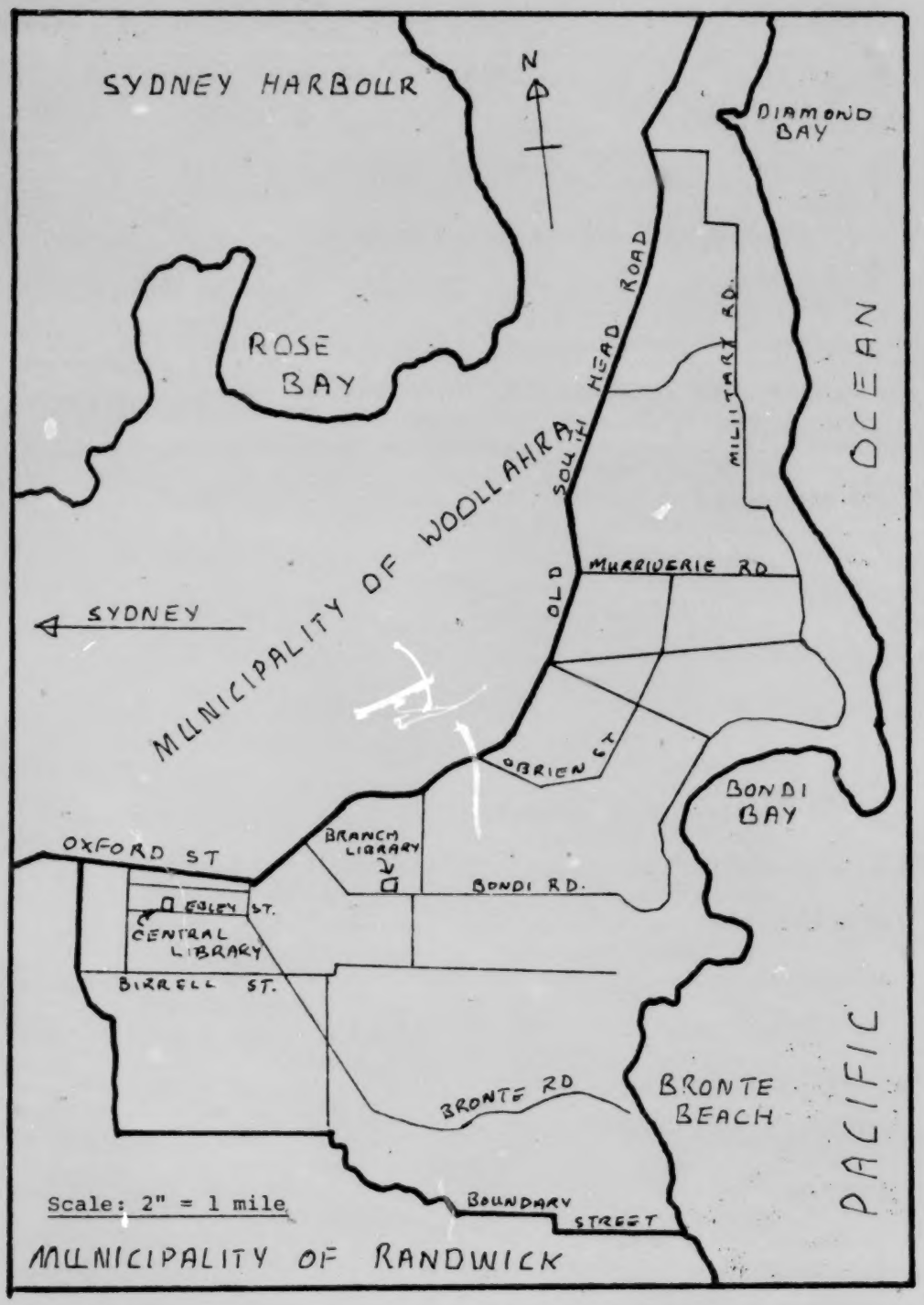
The branch library is in Bondi Road, Bondi and offers a more limited service than the central library due to the smallness of the premises. The location is far from ideal being on a busy traffic artery, but without the compensating features of proximity to a large shopping area, or a place where people normally congregate.

At the end of 1974 the bookstock of the libraries was 133,205 volumes, from which 461,655 loans were made to a registered membership of 16,879. Four hundred periodical titles are received and these may be consulted in the library, but are not generally available for loan. A feature of the central library is the unusually large reference library, capable of seating 75 and with a bookstock of 9,853 volumes (Plate 3). The Information Service is staffed by professional librarians and is available whenever the library is open (Plate 4). This service is heavily used by the patrons with wide ranging demands for information, assistance in locating materials and for book reservations.

The Children's library is also heavily used and the 1974 book issues figure of 89,603 is an increase of 6,028 over 1973 (Plate 5). The sick and incapacitated are not neglected and Waverley operates a Home and Hospital Library Service, the cost of which is shared by Randwick Municipality in exchange for service. More than 200 people in hospitals, convalescent homes and private homes are served through this service. Waverley Municipal Library has compiled and maintains

in current status a union catalogue of periodicals in Sydney public libraries. In addition it is the administrative centre of a city-wide inter-library loan service jointly subscribed to by more than 30 public libraries.

The impression one gains is that Waverley is served by a library system which is well advertized in the community. It is an outgoing service with an eye to promoting itself in the wider community and staff regularly speak at meetings of other organizations and visit schools. Class visits from schools are organized and book deposits are made to kindergartens and play groups. Waverley Municipal Library was the first public library in Sydney to reach the Library Association of Australia's Interim standards for public libraries (13) and has declared its intention to exceed these standards as soon as possible (25:15). Waverley and its library service therefore presented a very appropriate location for the testing of the hypotheses listed above and for the collection of data on library users, who have had access to a library service long enough to present a more or less stable user profile. There was also the added advantage that as a discrete census area, Waverley as a community could be compared with its library user population. And finally, not the least important reason for selecting Waverley as the venue for this study was enthusiastic co-operation promised by the Librarian, Mr. Ron Lander and his staff - a promise that was more than adequately fulfilled and which has been acknowledged in the appropriate place.



Map 1. Map of Waverley Municipality showing location of libraries.

Chapter 4

METHODOLOGY

4.1 Choice of Survey Method

Having specified the purpose of the study and expressed it in a set of hypotheses, the question immediately arose as to how the hypotheses could be tested. What data was needed, and where it could be obtained, were questions which necessarily followed. Sufficient data did not exist and would have to be collected by some kind of survey, but the survey method would have to be carefully chosen, for as Maurice Line in his book Library surveys cautions, "Too often the result of a survey is an indigestible mass of badly interpreted data collected from a poorly chosen, inadequate sample by unreliable and invalid methods according to an ill-conceived design". (14:7)

There are many techniques available for surveying user characteristics, needs, behaviour, attitudes etc., most of which would be inappropriate to this study. Four were considered:

1. Interviews of users
2. Analysis of library records
3. Observation of users
4. Questionnaires.

These techniques are not mutually exclusive and Luckham for example, combined questionnaires and interviews in study at Chester and Eccles. In this study, although principal use was made of questionnaires, some analysis of library records was also included. The various methods are described below and the reasons for selecting the questionnaire technique are given.

The advantages of the interview technique are numerous. They allow the researcher to probe and qualify the respondent's answers to a degree not possible in a self-administered questionnaire. There is also a greater assurance that the respondent is not being frivolous, a greater range of questions of a more complex nature can be asked and the interviewer can also record personal observations. By repeatedly returning to the interviewee's address the interviewer can get a high response rate from his population sample. If the interview is carefully structured, ie. by arranging previously formulated questions in a particular order and inserting clear guidelines to the interviewer, then less skilled interviewers can be employed thereby enlarging the sample population. The disadvantage of the interview technique is that it is very demanding of the researcher's time and the sample likely to be quite small unless he has generous resources at his disposal. The technique was therefore considered unsuitable for this study in view of the limited time and personnel available for data collection.

Analysis of library records was considered but proved to be of limited use, except in terms of borrowing statistics, gross registration totals, sex, number of non-resident members and geographical distribution of members. They could yield little about the ages of members and nothing of their socio-economic characteristics, or place of birth. Quite the biggest disadvantage is that they would only refer to members - and as many members are not users, a distorted user profile may have resulted.

The observation technique is very useful if one needs only to know how often people use the library or some part of its services, say, how

long they spend browsing, what use they make of the catalogue, or how many read the periodicals. There is the distinct advantage that data of this sort can be acquired without people being aware that their behaviour is being recorded. Once again however, this technique would not yield the sort of data needed to test the hypotheses formulated for this study.

The method which promised to meet the requirements of the study most closely was the self-administered questionnaire, i.e. a questionnaire completed by the respondent without an interviewer being present. This method allows a large number of people to be contacted over a wide geographical area using unskilled personnel. It has the disadvantage that the researcher cannot tell if the respondent has understood the questions, he does not know if the respondent was in a co-operative frame of mind, and of course, he cannot probe an incomplete response. Furthermore, if the questionnaire is distributed by mail, the response rate is likely to be low (27:267). However, Bundy's (4:952) successful response rate of 79.1 per cent in Baltimore-Washington, for a questionnaire handed to patrons on entry to the library, held promise of a high rate at Waverley if the same procedure was followed. The decision was therefore made to conduct the survey using the questionnaire technique, distributed to patrons as they entered the library.

4.2 Survey Definition

Having settled on the survey method the next step was to decide when the survey would be carried out, where it would be conducted, who would be included among the respondents, and for how long it would take place. These decisions were made in consultation with Mr. Ron Lander, the

Librarian of the Waverley Municipal Library, whose offer of assistance with the administration and printing of the questionnaires meant that the survey could be run for a complete week.

It was well known from the studies reviewed above that students form an important part of a public library's clientele. The observations of the Waverley Municipal Library staff was that the central library would be no exception. It was also known that use by students declines during vacations, but intensifies close to university and public examinations. A period was therefore selected for the survey when neither of these conditions prevailed and when students would be making normal in-term use of the library. The survey was carried out in the central library from 10.00 a.m. Friday September 19 to 9.00 p.m. Thursday September 25; a total of 62 service hours.

The survey was restricted to persons who entered the adult section of the central library. Children who visited only to use the Children's library were therefore not included. It should be noted however, that no one was excluded from the survey on the basis of age, if a child entered the adult section while the survey was being carried out, he or she was asked to complete a questionnaire.

4.3 The Sample

To be absolutely sure that the survey would convey a completely true picture of the library's clientele, it would have been necessary to include everyone who visited the library and to persuade everyone to complete a questionnaire. That is a one hundred per cent response from one hundred per cent of the users. This state of affairs is rarely achieved except in very small surveys of specialized persons.

In relatively large scale social surveys the inclusion of whole populations is usually impossible due to the administrative difficulties of reaching such large numbers of respondents. The usual approach is to sample the population. Providing that the sample is completely representative of the whole population and of sufficient size, then within certain calculable limits it is possible to generalize from the sample to the population. The most effective way of ensuring that a sample is truly representative is to select it randomly. This ensures that each member of the population has an equal chance of being selected for inclusion in the survey and removes any possibility of bias.

A target of 500 completed questionnaires was set for this study. It was hoped that a sample of this size would include sufficient numbers of users from all ages and backgrounds to permit generalizations to be made about the total user population. It was also considered that gathering a sample of this size would be within the personnel resources available. It was further surmised that a response rate of at least 75 per cent was likely if the appeal to the users to participate was sufficiently personalised. On this basis it was calculated that a minimum distribution sample of 666 would be required. From circulation statistics it was estimated that at this time of the year (September) approximately 2,100 people would visit the central library in a week to borrow books, plus a number who came to make unrecorded use of other facilities, such as the reference library, or photocopying machines. As this latter group of users were an unknown quantity, they were not considered in the next calculation and it was decided to proceed on the cautious expectation that at least 2,100 people would use the library during the survey period.

With the population of users estimated and the size of the required distribution known, it remained only to decide how the sample would be drawn. Bundy and Luckham used a technique known as systematic random sampling and distributed questionnaires to respondents in a pre-determined, unvarying order as they arrived at the library - every fifth person was coincidentally the sequence employed in each case (4,15). To have adopted the same interval at Waverley would, on the basis of the total estimated arrivals, have resulted in too small a sample. By dividing the total expected arrivals by the distribution sample size, an interval of one in three was found to be necessary.

$$\frac{\text{Expected arrivals} - 2100}{\text{Minimum sample size} - 666} = 3.15 \text{ (Sampling interval)}$$

The disadvantage of the technique described above, for the surveyor who must largely work alone, is that he is required at his station for the complete survey period. To overcome this disadvantage the following technique was devised which still made selection random and systematic, but instead of using an interval based on an arrival sequence, it uses a fixed time interval. Every person who entered the library over a period of ten minutes was given a questionnaire and then distribution ceased for the following twenty minutes, when it was again resumed for ten minutes and so on... In this way, since the distribution periods are not chosen or varied to attract particular categories of users, bias is not introduced into the sample and the aim of including one in three patrons is achieved. The period when questionnaires were not being distributed could then be used for answering queries from respondents and preparing questionnaires for data analysis.

4.4 The Questionnaire

Several factors influenced the design and content of the questionnaire used in this study, an example of which is at Appendix 1.

1. It was designed to be completed by the respondent without consultation with the surveyor.

In compiling questionnaires it is important not to impose too much on the respondent's good nature and ask questions, which although interesting and useful to have answered, are not immediately relevant to the purpose of the study. This is especially the case where it is hoped that the respondent will complete the questionnaire without undue encouragement or help from the surveyor. The questions are therefore very brief and direct and the great majority required only the placing of a cross in the relevant box. In some cases, where all the possible alternatives could not be provided, there is space for the respondent to particularise.

2. It was designed to accommodate questions contributed by the library staff.

The questions on page 7 of the questionnaire relate to the use made of the library, demand for new services, user evaluation of the service and the patron's address to gauge the geographical distribution of library users in the community. Page 8 also provided space for open-ended comment.

3. It was designed for transference of data direct from questionnaire to punched cards for computer analysis.

The questionnaire was pre-coded for computer analysis of the results. The method of coding the questions was devised in consultation with the

University of N. South Wales' Computer Services staff. To avoid having to transfer the data to coding sheets prior to card punching, a uniform coding style was settled upon. It was agreed that it would be of great convenience to the card preparation staff if the question number on the questionnaire could be regarded as the equivalent column number of the punched card. This meant that each column could have only one single unit number, or letter, punched in it. This explains the use of alpha-numeric codes employed in Questions 1 and 4, and why Questions 18-46 are numbered as separate questions, when in reality they are alternative (but not mutually exclusive) answers to only four distinct questions.

4. It was presented to the respondent as a survey sponsored by the library staff. (see p.1 of App.1)

In doing this it was not intended to deceive library patrons as to the real purpose of the survey. As explained above the survey was planned in close co-operation with the Librarian and his staff. The results were to be shared and all questionnaires to become the property of the Waverley Municipal Library.

5. It was designed to allow maximum comparison with census data and the results of other surveys.

Comparison of the user population with the population of Waverley was the first consideration in designing the layout of individual questions. The style of reporting the 1971 census influenced the framing of the question on age, sex, marital status, place of birth, education, qualifications and occupation. The reported findings of library surveys often make comparisons difficult to achieve because of the variations in age groupings and the different educational qualifications

of overseas countries. Wherever possible the questions were designed to allow the results to be compared with other published surveys.

6. It was designed for minimal editing or pre-punch preparation of the answers.

When completed the questionnaire needed only to be examined for obvious errors such as marks in two boxes in a mutually exclusive range of alternatives. Apart from this check there remained only the classification of an employed user's occupation. Occupations were classified according to the "Classification of Occupations" used in the 1971 census (Appendix 2). The occupation classification number was expressed as a two digit subscript and placed alongside the Question 50 box.

One other factor which influenced the design was the necessity to conserve paper which meant that each page of the questionnaire was printed on both sides. This was considered a disadvantage as it was feared that hasty respondents would not realize that the pages were double printed. Fortunately, this proved not to be the case and only ten questionnaires were received where this had occurred. Reminders printed on the front of the page advising that, "There are more questions on the back of this page", and "Did you answer questions 2-5 on page 2?", possibly helped to reduce the incidence of errors of this type.

4.5 Pre-test of Questionnaire

Before the questionnaire was printed it was circulated for comment to the School of Librarianship, to Doug Magin of the Tertiary Education Research Centre, U.N.S.W., and to the staff of the Waverley Municipal

Library. It was also given a trial at the Waverley Municipal Library among a group of individual library users, selected for their differences in age, sex and ethnic origin. Pre-test respondents were invited to discuss with the surveyor any difficulties experienced in completing the questionnaire and their understanding of the questions. As a result of canvassing opinions of the questionnaire and the discussions with the pre-test respondents, some amendments were made to the questionnaire draft. The introduction was changed to invite respondents to sign the questionnaire if they wished, whereas previously they had been asked not to sign it. It was felt that respondents would appreciate the exercise of their own discretion. Question 8 was recast from its earlier form when it asked the respondent to state his own frequency of use level. The final form was considered preferable as it allows the respondent to be more accurate about his previous visit, than if asked how often he visits the library. Finally Questions 16 and 17, which enquire of the respondent if he or she has ever been referred to from the library by another social agency, was enlarged to give possible examples.

4.6 Administration of the Questionnaire

Questionnaires were distributed to all patrons who entered the adult section of the library during ten minute periods. These periods were spaced by twenty minute periods when no questionnaires were handed out. As the patron passed through the entry turnstile he or she was approached and asked to complete a questionnaire (see Plate 6). A brief explanation of the purpose of the survey was given and the value attached to patron's participation stressed. These remarks were concluded with a request for co-operation. The use of a pen was offered and the table reserved for the completion of questionnaires

pointed out. The personal explanation at the time of the handing over of the questionnaire was considered of great importance and was not curtailed, or hurried if another patron passed through the turnstile while it was being given. The person who had entered while this was being carried out was followed up immediately an opportunity presented itself, or at the end of the distribution period. The flow of arrivals was generally even and it was usually possible to manage in this way. Even when it was not possible to remember the particular persons who had been missed, it was possible to count them. In this case a number equivalent to those not contacted were approached in the order of first arrival in the non-distribution period. In this way the random nature of the sample was maintained. During expected periods of heavy use, such as the Saturday and Sunday periods, two surveyors were on hand to cope with the greater number of arrivals.

Patrons receiving the questionnaire were asked to complete it before leaving the library. Most agreed to and of the 970 questionnaires given out 785 (81%) were completed as requested. Some patrons however, preferred to fill it in later, but of the 185 taken home only 45 were subsequently returned. The total response was therefore 830 or 85.6 per cent, a greater number (and proportion) than the minimum target set for the study (see 4.3). The explanation of the high response rate appears to lie in the attention paid to giving patrons a full explanation of the purpose of the survey and their personal importance to its outcome. Another factor in favour of a high response rate was the obvious goodwill most users felt towards their library and staff.

An attempt was made to follow-up patrons who elected to take their

questionnaire home with them. An enquiry was made of people as they left the issue point if they were taking a form with them. A coloured marker was placed in the pocket of the books borrowed by people who replied yes to the question. This served to alert circulation staff to remind the borrower of his undertaking when the book was returned. As reported above the success rate was not high and only 24 per cent of possible extramurally completed total was received.

4.7 Methods of Data Analysis

Two types of data were collected for use in this study.

1. Primary data - i.e. new data, unknown until collected for this study.
2. Secondary data - i.e. data available through other sources such as census data, results of published surveys and library records.

Of the two kinds, primary data presented the greater problem of analysis and manipulation. The secondary data was processed from raw scores into percentages of the total by using an electronic calculator, e.g. conversion of the 1971 census age cohorts to percentages of the total population.

The problem of ordering, processing and statistically analysing the data contained in the completed questionnaires was simplified by the use of data processing techniques. As reported above the data was transferred from the questionnaires to punched cards. One 80 column card accommodated all the data contained in the questionnaire. The cards then became the input medium for entering the data into the University's IBM 360 computer. The set of programs used by the computer to analyze the data is known as the Statistical Package for

the Social Sciences (SPSS).

SPSS is an integrated system of computer programs for the analysis of social science data. The system provides researchers in the social sciences with a comprehensive set of procedures for data transmission and file manipulation, together with a large number of statistical routines commonly used in the social sciences. It was used in this study to provide firstly a count of the number of individual scores for each question, e.g. in Question 1 it reported the "absolute frequency" of the scores for each of the age cohorts, "the relative frequency" of the scores, i.e. what percentage of the total the score represented, and finally the "cumulative frequency", i.e. the cumulative total of the relative frequencies as a proportion of the total scores expressed as a percentage. It also reports "missing observations", i.e. those cases where no reply was made to the question.

SPSS was used a second time to access the sub-program known as CROSSTABS. CROSSTABS prepares crosstabulations of variables and computes a variety of non-parametric statistical tests based on the crosstabulations. Crosstabulations were called for which gave an age breakdown, a sex breakdown, and a breakdown by place of birth, for all of the other questions. To illustrate, it became possible to know the age structure of users who read the Australian, the sexual composition of its readership, and in which country the readers were born. Chi square tests were performed on each of the crosstabulations to measure the degree of association between the two variables.

Chi square and other statistical tests were performed manually where necessary, as for example when the significance of a relationship

between variables needed to be tested statistically.

4.8 Census Data

All references to census data in this report are to the 1971 census. Although dated by four years, population change in Waverley is not believed to have been significant over the past four years. Population totals have varied by only four percent over the past thirty years and as no far-reaching changes in the nature of land use have occurred in the Municipality in recent times, it is not expected that the four years which have elapsed since the last census will have witnessed any outstanding population shifts. Nor is it likely that the socio-economic status of the community has varied to any marked degree. (See Appendix 3).

4.9 Summary

So far this report has been pre-occupied with establishing the nature of the research, how it was undertaken and the methods used to collect and analyze the data. What follows is a report of the findings and some analysis of their significance.

Chapter 5

PUBLIC LIBRARY USERS IN WAVERLEY

5.1 Membership

In this part of the report which examines the sociological characteristics of public library users in Waverley, it is important to note a distinction between 'user' and 'member'. For user and member are by no means the same. Not all users are members, nor are all members users. Conclusive evidence for the first assertion comes from this study. The other assertion, that some people have membership but do not use the library, may be inferred from the results and the findings of other studies. First, let us consider the registered membership of the Waverley Municipal Library as reported in December 1974.

Membership	Total	% of Total	% of Adult Total
Adult	11,506	68.2	87.4
Adult (Non-resident)	1,662	9.8	12.6
Total Adult	13,168	78.0	100.0
Children	3,711	22.0	-
	16,879	100.0	

Table 3. Membership of Waverley Municipal Library, December 1974.

There are 1,662 adults who hold membership even though they do not reside in Waverley or pay rates to the Municipal Council. This situation arises because of a system of membership exchange operated between certain municipal authorities. The true total Waverley

membership is the more 15,217. This means that of the total population of 65,539, 23.2 per cent have been attracted to membership of the public library.

This is however, a rather crude statistic and gives no indication of the number of active users. It is quite possible for a misleading membership figure to emerge if a library does not maintain its register of members in a current state by requiring regular renewal of membership. Bearing this in mind it will be apparent from Table 4 that Waverley attracts proportionately less members than some British and American libraries. Only Martin's survey of Chicago records a lower figure, but it should be noted that it is based on a total service population of 3,237,000 and as Berelson observed, library services in communities down to about 25,000 population are more intensively used than in large cities (2:42).

Survey	Location	% of Population Registered	Date of Survey
Waverley	Waverley	23.2	1975
Berelson(2:42)	U.S.A.	31.0*	1945
Luckham(15:21)	Chester	29.4	1966
	Eccles	27.8	1966
Groombridge(9 :21)	London	30.0	1967
Martin(17:25)	Chicago	20.4	1969

* Statistic applies to cities of 50-100,000 population

Table 4. Waverley's library membership compared with overseas surveys.

Unfortunately Bundy's survey of the Baltimore-Maryland metropolitan region, an urban conglomeration similar in size and population to

Sydney, does not provide the above statistic. In Melbourne, Handfield and Hamilton-Smith were not concerned with registered members but concentrated on persons claiming to have used public libraries. They found that roughly one third of adults and two-thirds of students claimed to have used the library in the past year (10:50).

To answer the question, how many Waverley members are users, is not possible from the data provided by this study. However, it is policy at Waverley that membership is renewable every two years and this ensures that enrolled members are sufficiently interested in retaining their membership to visit the library for this purpose. Groombridge (9:24) and Luckham (15:50) in Britain, interested themselves in this matter and both studies report a much higher level of library use by members than had been expected.

Another aspect of the question, who are the users of public libraries, and one which serves to show its complexity, is the use by non-members who do not visit the library. Many books borrowed by members are read by non-members. Berelson (2:108) in his study placed use of this kind at 20 per cent of all books circulated, and Groombridge (9:23) estimated that 15 per cent of the public read library books without ever appearing in public library registration statistics.

5.2 Length of Residence in Waverley as a Factor in Public Library Membership

The point has been made that Waverley Municipal Library does not attract a high proportion of its service population to the library, but a little more needs to be said on this. Mention has already been made of the high mobility of the population with only 39.2 per cent

having the same residence in 1971 as in 1966. It was discovered by Handfield and Hamilton-Smith in Melbourne (10:57), and also by Luckham in Britain (15:33), that length of residence in an area bears significantly on predisposition to library membership. This was also found to be the case in Waverley when the answers to Question 15 are analyzed. Question 15 reads,

"If you live in the Municipality of Waverley, how long have you lived there?"

Table 5 arranges our data for comparison with the findings in Melbourne and Britain.

Length of residence in area	Waverley Users	Melbourne(10:57) Users	Britain(15:33) Members
Up to 5 years	33%	28%	23%
More than 5 years	67%	72%	74%
Not given	-	3%	-
	100%	100%	100%

Table 5. Public library use by period of residence in same area.

From Table 5, Waverley draws more recent arrivals in the area than is the case in Melbourne or Britain. A crosstabulation by age of respondents with residence of less than five years, reveals that 45% of them are under 25 and are likely to be students. If,as will be argued later, students use public libraries because of the demands placed on them by formal education, then it appears more than ever to be the case, that public library use, at least by the non-student population,is strongly influenced by length of residence in an area. The use of Waverley Municipal Library by students will be discussed later.

5.3 Use of Waverley Municipal Library by Non-Members

It was known from library records that 1,662 non-residents have membership of the Waverley Municipal Library. This is not however, an accurate indication of the total use by non-residents. Question 5 was asked to discover the extent of use by non-members. Of the 823 replies received to this question 176 or 21 per cent were from non-members.

Membership status of users	No.	%
Members	647	79
Non-members	176	21
Sample size	823	100

Table 6. Membership status of users.

In Chicago, Martin found that 22 per cent of the Central Library's users were non-residents. But when it is considered that this figure includes registered non-residents as well as unregistered non-residents, and when it is remembered that Chicago Central Library houses a little under two million items, then Waverley's 21 per cent use by unregistered patrons must be considered striking. Branch libraries in Chicago's suburbs, with which Waverley as a Sydney suburb has more in common, report only a 5 per cent use by non-residents. Considering 21 per cent to be an unusually high figure for use of a suburban library by people without borrowing privileges, it was analyzed further. It was found that non-members are generally youthful, 68 per cent are under 25, 58.5 per cent are males, and 76 per cent are Australian born.

5.4 Multiple Membership among Waverley Users

As explained above, non-residents may gain membership of Waverley Municipal Library under a membership exchange agreement between libraries. Waverley residents may in turn obtain membership of other public libraries. Question 6 gives some indication of the use made of this privilege by residents and non-residents alike. Asked if they were registered with some other public library, 282 or 35 per cent of the respondents replied that they were. Crosstabulation by length of residence indicates that in the main, they are either recent arrivals (less than one year's residence) 19 per cent, or long-term residents (5 years or more) 52 per cent. Considered as a group, users with multiple membership are youthful, 68 per cent are under 30; 75 per cent are born in Australia; are as likely to be male as female; and are likely to be either students, 49 per cent, or employed persons, 38 per cent.

Summarising what has been reported to date on members and users of the Waverley Municipal Library, we know that less than one quarter of the population of Waverley are registered for membership, two thirds of the membership have lived in Waverley for more than five years, more than one third have a membership in another public library; and that more than one fifth of the library's users are unregistered. It is also apparent that distinctions between members and users are not clear cut, a member is not necessarily a user, and a user may never visit the library, but still use its resources. The following data relates therefore, not exclusively to members, but to users of the Waverley library who visited the library during the survey. With the category of 'users' defined in this way, we turn to a consideration of their sociological characteristics.

5.5 Age

Question 1 of the questionnaire asked respondents to indicate their age group. The replies to Question 1 are given in Table 7 below.

Age	Users	% of User Population	% of Waverley Population Cohort included in Survey Population
Under 15	44	5.3	0.4
15-19	209	25.2	4.2
20-24	143	17.2	1.6
25-29	91	11.0	1.4
30-34	53	6.4	1.3
35-39	39	4.7	1.2
40-44	38	4.6	1.0
45-49	26	3.1	0.6
50-54	26	3.1	0.6
55-59	38	4.6	0.9
60-64	49	5.9	1.3
65+	73	8.8	0.9
Sample size	830	99.9	

Table 7. Users by age groups and as proportions of the Waverley population included in the survey.

Column 4 of Table 7 displays as a percentage the proportion of the age cohort of the general Waverley population who visited the library during the survey and were included in the sample. It does not of course, represent the true proportion which could only be discovered by a survey of indefinite length of all visitors to the library. The values from column 4 are very informative in that they provide an

indication of the library's success in reaching specific age groups. Diagram 1 provides a graphic representation of this and points up the declining appeal of the library with age until it bottoms in the 45-54 age group and then rises somewhat as retirement approaches.

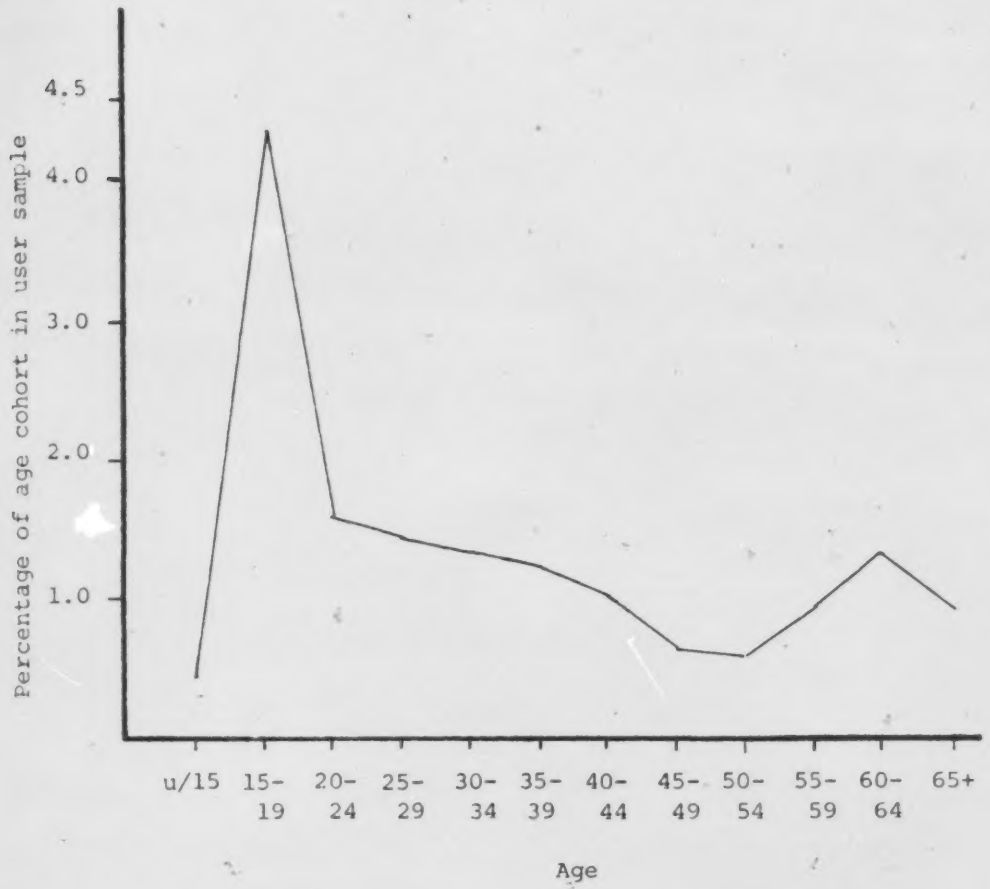


Diagram 1. Graph showing comparative use of Waverley Municipal Library by age groups of the general population.

In 1949 Berelson wrote, "All in all, the library clientele is mainly composed of the younger age groups; about three fourths of the total users are under thirty-five. In this country the public library is today a young people's institution." (2:24). A quarter of a century later this is equally true of Waverley's public library, it is a young

people's institution no less than the libraries Berelson surveyed. The picture of youthfulness conveyed by the library's age structure is one that it has in common with American libraries as Table 8 will show.

Age	Waverley	Baltimore-Washington (4:953)	Chicago (17:25)	London (9:42)	Chester-Eccles (15:25)
	%	%	%	%	%
Less than 20 years	30.5	47.3	36.9	10	12
20-34 yrs	34.6	18.1	28.9*	26.5	28
	65.1	65.4	65.8	36.5	40

* Estimate.

Table 8. Proportion of users under 35 in four studies. (Not including use of children's libraries.)

In Table 8 data from four studies have been gathered for comparison. Not all studies have been included because the age groupings did not correspond. The most important feature of Table 8 is the close matching of Waverley and Bundy's survey of Baltimore-Washington and Martin's of Chicago. The British studies show a much less youthful user profile and probably reflects the smaller proportion of students among British youth in the mid-sixties when the surveys were undertaken.

5.6 Sex

The sex ratio of the users of Waverley Municipal Library can be drawn from answers to Question 2 and is shown in Table 9. The ratio for the general population is given for comparison.

Sex	Library Users	%	Waverley Population	%
Male	437	53.0	31,794	48.5
Female	388	47.0	33,745	51.5
Sample size	825	100.0	65,539	100.0

Table 9. Library user rates by sex.

Sex is not a personal characteristic exerting any significant influence on library use in Waverley. The proportions are very close, and as will be discussed later (6.3), were it not for the fact that men are more frequent users, the proportions would most certainly be even closer.

The surveys of library users by Groombridge (9 :108) and Luckham (15:24) indicate that Waverley is closer to the British sex ratio for library use than is the American experience. The British surveys report no significant difference between male and female ratios. This contrasts with Bundy's finding that women predominate with a 59.9 per cent representation. A crosstabulation of sex by age for the Waverley data was made. It confirms that the slight predominance of use by men is present throughout the age structure of the users and that no particular age group is responsible.

5.7 Marital Status

Like sex, marital status when considered in isolation, does not appear to be a personal characteristic which significantly influences library use. Replies to Question 3 show that 56.5 per cent of users are single

persons. However, when marital status is cross-tabulated with age, it becomes obvious that the large representation of persons under 25 years of age is responsible for the majority position of single people among the total user population

Marital Status	Age					
	Under 25	(%)	25 +	(%)	Total	(%)
Never Married	366	(94.1)	92	(21.8)	458	(56.5)
Married	22	(5.6)	271	(64.4)	293	(36.2)
Other(divorced, widowed, perm.sep.)	1	(0.3)	58	(13.8)	59	(7.3)
Sample size	389	(48)	421	(52)	810	(100)

Table 10. Marital status of users by age.

It is apparent from Table 10 that the under 25 year olds, who make up almost half of the users are overwhelmingly 'never married'. However this changes significantly when we consider the over-25 year olds. We find then that only slightly more than one fifth have that status. Furthermore, if the age groups were changed so that over-35 years became an age group, we would find the 'never-married' proportion lowered to only one tenth.

When sex is crosstabulated with marital status, the slight disproportion in favour of male representation (Table 9) is maintained among the married and never married groups. This tends to confirm that of itself, marital status does not influence library use, and certainly not in terms of the sex profile of the library users. What can be said is that people who have never been married are a majority among library users, but that among users over 25 years of age, there is a

heavy preponderance of people who are, or have been married.

5.8 Place of Birth

Overseas born migrants form a sizable minority of Waverley residents. Table 11 compares the place of birth profile of the user sample with the profile of the Waverley population. Not all the places of birth of migrants are listed in the table. Limitations of space required that the countries listed in Question 4 of the questionnaire be restricted to those countries with the greatest representation in the Waverley population. Column 5 reveals the extent of the discrepancy between the representation to be expected from the census, if migrants were evenly represented in the public library user population, and their actual representation among the survey sample.

Place of birth	User Sample	%	Waverley Population	%	Under-representation/Over-represn.
Australia	591	71.2	42,202	64.4	+ 6.8
New Zealand	16	1.9	1,858	2.8	- 0.9
U.K. & Ireland	105	12.7	7,459	11.4	+ 1.3
Czechoslavakia	3	0.4	711	1.1	- 0.7
Germany	10	1.2	1,102	1.7	- 0.5
Greece	1	0.1	735	1.1	- 1.0
Hungary	7	0.8	1,770	2.7	- 1.9
Italy	8	0.2	976	1.5	- 1.3
Poland	12	1.4	1,131	1.7	- 0.3
Other European	31	3.7	3,670	5.6	- 1.9
Asia	18	2.2	2,177	3.3	- 1.1
U.S.A. & Canada	11	1.3	524	0.8	+ 0.5
Other	14	1.7	1,225	1.9	- 0.2
	830	100.0	65,539	100.0	

Table 11. Users by place of birth.

With the exception of Australia and the United Kingdom and Ireland, it would be unwise to single out any of the countries of origin for particular comment because of the smallness of the user sample. However the sample is sufficiently large to suggest certain likely patterns.

The most obvious feature of Table 11 is the over-representation of three of the four English-speaking national groups, Australia, the United Kingdom and Ireland, and the United States and Canada. New Zealand alone of the English-speaking nationalities is under represented. Taken together the four English-speaking groups comprise 79.4 per cent of the Waverley population and 87.1 per cent of the public library users and are collectively over-represented. People from countries where English is not the first language are of course under-represented. In this regard Waverley conforms with the pattern detected in the Melbourne Study (10:61).

Although the sample size is too small to particularise about any single group of migrants, it is large enough to admit certain generalizations about users for whom English is not their first (i.e. native) language. Cross-tabulations of data reveal that of the 98 migrants in this category, it can be said that by comparison with the general user population, they are as a group somewhat older, e.g. only 52.3 per cent of all users are over 25 years old, while 66.3 per cent of migrants are in this age group. The migrant library user is also more likely to be a male than the general user profile would suggest, 64.9 per cent compared with 36.2 per cent; and probably educated to a higher level, as 27.5 per cent have completed a university degree compared with 19.9 per cent for the library user population (see 5.9). They are however, not as likely as other users to be currently studying for a

qualification, 41.9 per cent compared to 49.4 per cent (see 5.9).

Reference was made in 5.2 to the positive influence which length of residence in an area has on library use. The possible effect of this determinant was explored in relation to overseas born migrants by asking Question 14 which reads "If you were not born in Australia, how long have you lived here?" In Table 12 the overseas born users of the Waverley Municipal Library have been divided into those who originate in countries where English is the native language and those from countries where English is not the first language.

Overseas born migrants	Length of Residence in Australia	
	Less than 5 years	More than 5 years
Users		
- with English as first language	37 (28.5%)	93 (71.5%)
- Not with English as a first language	20 (21.0%)	75 (79.0%)
Total overseas born users	57 (25.3%)	168 (74.7%)
Total Waverley overseas born	6,479 (29.1%)	15,750 (70.9%)

Table 12. Length of residence in Australia of overseas born public library users by first language compared with total overseas born in Waverley population.

From the above table it is apparent that public library use by overseas born migrants is closely related to length of residence in Australia. Migrants using the library are more likely to have resided in Australia for five years or more, than for a lesser period. Furthermore, if the migrant's native language is other than English, then the likelihood of his using the public library in his first five years of residence

is less than that of a migrant from an English-speaking country.

5.9 Education

Every user study from Berelson forward has established a strong correlation between educational level and library use. As Lowell Martin remarks, "Educational achievement is the underlying determinant." (17:26). The Waverley sample also exhibits the same evidence of the influence of education on use patterns. Table 13 sets out the responses to Question 11 which asked respondents for details of their highest completed level of education.

Completed level of Education	Users	% of Total
Primary School	98	12.2
Secondary School		
- School Cert./Intermediate	267	33.3
- Higher Sch.Cert./Leaving	189	23.5
Tech., Commercial or Business College	79	9.8
University or College of Advanced Education	160	19.9
Other	10	1.2
Sample size	803	99.9

Table 13. Highest completed educational level.

Unfortunately, the census data do not permit direct comparison between the completed educational levels of the public library users and the general Waverley population for all of the categories in Table 13. Comparisons are possible only at the extremities of the range. It can be said for example, that the library user sample includes only 15

people whose education ceased at primary school level, that is 1.9 per cent. In the general population, 7222 or 11.0 per cent fall into this category. At the other end of the scale we find that 160 or 19.9 per cent of the user sample have university degrees compared with 1,673, 2.6 per cent, for the whole population. It is to be regretted that little accurate comment is possible on the middle ranges of the educational levels, but the enormous discrepancies at the bottom and top suggest that the correlation between educational level and library use so commonly detected in public library surveys, is just as strongly in evidence in Waverley.

Such a suggestion gathers strength from the responses to Question 12 which asked for details about current studies. It will be seen from Table 14 that almost one half of all users in the sample are engaged in studying for some kind of formal qualification.

Type of Qualification	Users	% of total User sample	Waverley Population	%
School Cert/Intermediate	79	9.5	7069*	10.8
Higher School Cert/Leaving	129	15.5		
Trade cert. or diploma	15	1.8	474	0.7
Technician's cert. or diploma	15	1.8	756	1.1
Tertiary non-degree qual.	45	5.4	495	0.7
Bachelor degree (inc. post-graduate diploma)	98	11.8	1065	1.6
Higher degree	15	1.8	149	0.2
Other	15	1.8	298	0.4
	411	49.4	10306	15.7

* Estimate.

Table 14. Library users studying for qualifications compared with Waverley population.

Table 14 displays the gross imbalance between the respective populations - 49.4 per cent of the library user sample are studying for some kind of qualification, while only 15.7 per cent of the total Waverley population is doing so. The number of students studying for the School Certificate and Higher School Certificate examinations is an estimate. Census data do not provide the precise figure and the figure of 7,069 in column 4 is the total number of people in the population of ages 12-19 years. This age group was chosen because of a breakdown of the library users in the sample who were studying for the School Certificate and Higher School Certificate examinations reveals that 95.7 per cent of the total fall between these ages. Since by no means all 12-19 year olds are still studying for the above examinations and since the user sample suggests these are the most likely years for studies of this nature, the use of this statistic cannot be viewed as other than an exaggeration of the true number of people in the general population studying for those awards. Rough and ready as it is, a comparison of 25.0 per cent for the library users with 10.8 per cent for the general population demonstrates the heavy over-representation of high school students in the library population.

The student members of the user sample are not all high school students. There is a strong representation from other levels and kinds of educational institutions. Forty-five per cent of the sample seeking formal qualifications are other than high school students; students from universities, technical colleges, business colleges etc. are all enrolled at the library.

The connection between formal education and the public library is very obvious from the above tables. Furthermore, what is equally obvious

is that most of t' students who use the library are engaged in full-time studies. Part-time students, forced to seek after-work library service, are a minority among the student user population. By looking ahead to Table 16 and aggregating some of its data we find that 39.4 per cent of the sample are full-time students. From Table 14 we know that 49.4 per cent of the sample are studying for some kind of qualification. The proportion of full-time to part-time students can therefore be gained by combining this data in Table 15.

Students	Users	% of Users
Full-time	327	39.4
Part-time	84	10.0
Total students	411	49.4

Table 15. Use of the library by full-time and part-time students.

Again the census data do not allow a comparison between the user population and the general population in terms of those undertaking part-time and full-time education. It is not possible therefore, to say anything about the representation of part-time students in the library in relation to the general population. What can be said however, is that no matter how important public library services may be to students engaged in part-time studies, they face strong competition from full-time students for those services.

5.10 Occupation

Educational level not only influences patterns of public library use, it is also a social determinant and affects the kind of occupation available to a person. Question 13 was asked to probe its effect in

relation to the occupational structure of the users of the Waverley Municipal Library. The responses received from 822 users have been arranged in Tables 16 and 17 below. Table 16 deals with usual major activities of the users and Table 17 with the occupations of those in the Waverley labour force.

Usual Major Activity	Users	% of all Users	Waverley Population	% of Waverley Population
Student				
- primary school	4	0.5		
- secondary school	203	24.5		
- Technical, business or commercial college	16	1.9	9,542	14.6
- university or college of advanced education	104	12.5		
Home duties	73	8.8	12,928	19.7
Retired & Other	91	11.0	3,921	6.0
Working	331	39.9	35,304	53.9
Occupation not given	8	0.9	-	-
Child not yet at school	-	-	3,844	5.8
	830	100.0	65,539	100.0

Table 16. Major activity of users compared with the general population.

Students as a user group are clearly over-represented in the library population. Their over-representation is increased when one considers that users of the Children's library are excluded from the survey, but students of all ages are included in the 14.6 per cent figure in column 4 of Table 16. Retired people are also over-represented, but people who are engaged in home duties are under-represented, as are people

in the labour force.

People in the labour force are the single largest activity group in the population. The occupations of this group of users have been analysed below in the major occupation groups used for the 1971 census.

Occupational Group	Users in Labour Force	% of Users in Labour Force	Waverley Population in Lab.Force	% of Waverley Population in Labour Force	Under-repr./ Over-repr.
Professional & Technical	138	41.7	3,924	11.0	+30.7
Administrative, Executive & Managerial	33	10.0	2,993	8.4	+ 1.6
Clerical	62	18.7	8,301	23.3	- 4.6
Sales Workers	24	7.2	3,650	10.2	- 3.0
Transport & Communication	5	1.5	2,004	5.6	- 4.1
Tradesmen, Process workers & Labourers	39	11.8	8,260	23.2	-11.4
Service, Sport & Recreation	14	4.2	3,500	9.8	- 5.6
Inadequately defined	12	3.6	1,980	5.5	- 1.9
Unemployed	4	1.2	744	2.1	- 0.9
Total in labour force	331	99.9	35,356	98.1	

Table 17. Users in labour force by occupational groups compared with Waverley population in labour force.

Occupational groups such as Farmers, Miners and Armed Services are excluded from the above table as they are entirely unrepresented among the user group and form only 1.9 per cent of the Waverley labour force. One of the problems of working with 1971 census data concerns the

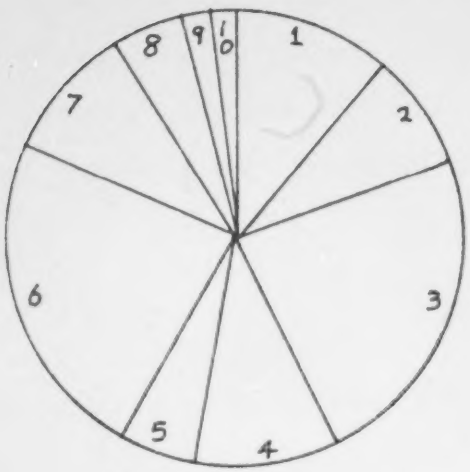
figure for unemployed persons in the population. There was a general rise in unemployment in Australia in 1975 and unless Waverley is not typical of the rest of the nation the 1971 figure of 2.1 per cent in column 4 may in fact be somewhat higher, perhaps in the region of 4 to 5 per cent. If this is the case, it is interesting to note that the under-representation recorded in column five would be even larger than it is.

Column 5 gives a measure of the over-representation, or under-representation, of each group in the library user sample, on the basis of their representation in the Waverley population. The most striking feature of Table 17 is the degree of over-representation of the Professional and Technical group among library users. Not only are they over-represented by comparison with their strength in the general Waverley population, but they are also the largest single group of users. With the exception of Administrative, Executive and Managerial workers all other labour force groups are under-represented.

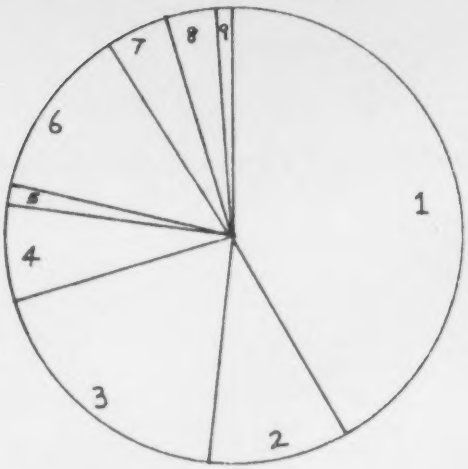
Teachers have the strongest sub-group representation among the professionals, with 42 of the 138 total. Most other sub-groups are included; nurses, architects, engineers, surveyors, physical scientists, artists and writers being foremost among them.

Diagram 2 on the following page illustrates very clearly the different occupational profiles of the Waverley population and Waverley Municipal Library population.

Waverley Population



Sample Population



Legend

1 Professional & Technical
2 Administrative, Executive & Managerial
3 Clerical
4 Sales Workers
5 Transport & Communication
6 Tradesmen, Process Workers & Labourers
7 Service, Sport & Recreation
8 Inadequately Defined
9 Unemployed
10 Farmers, Miners & Armed Services.

Diagram 2. Pie diagram showing contrasting representation of occupational groups in Waverley population and the library user sample population.

5.11 Television and Newspaper Use

It would have been interesting to have explored the use of a number of communication media and leisure-time activities by public library users, but this was not possible within the framework of this study. However, it was possible to gain some idea of the use made of television and daily newspapers.

To Question 9 which enquired about users' access to a television set 755 or 91.5 per cent answered that there was a set in their home. This represents a higher degree of access than is suggested from the 1971 census, which recorded television sets in only 72.7 per cent of dwellings. The answers to Question 9 make clear that public library users have ready access to television sets and from Question 10 we are able to gain some idea of their consumption of this medium. Table 18 groups the replies to the question "Approximately how long did you watch television yesterday?"

Hours spent watching television in one day	Waverley Users	%		Melbourne Survey % (10:84)
Not at all	213	26.2		
One hour or less	226	27.8	76.7	66.0
Two hours	184	22.7		
Three hours	108	13.3		
			18.1	27.0
Four hours	39	4.8		
Five hours	17	2.1		
Six hours	12	1.5	5.2	7.0
More than six hours	13	1.6		
Sample total	812	100.0		100.0

Table 18. Public library users in relation to number of hours per day spent watching television.

From the above table it can be inferred that Waverley public library users are selective consumers of television programmes. More than one quarter did not watch at all and altogether, more than three quarters viewed for only two hours or less. The Melbourne study

provides a contemporary comparison and its data has been integrated into Table 18. It is apparent that Melbourne public library users spend more time watching television than users of the Waverley Municipal Library.

Another, but less recent,comparison can be made with Luckham's survey. Although his results were gathered eleven years ago they showed that public library members in Eccles and Chester had an 87% access to television and on the average, viewed for 1.3 hours per day (15:42). Waverley data averages out at 1.6 hours per day for all users, indicating a slightly higher use pattern, but the significance of this is difficult to estimate in view of the time gap between the two surveys.

Further evidence that public library users are selective consumers of the television medium comes from a survey of television use carried out in July 1975 for the Federation of Australian Commercial Television Stations. The F.A.C.T.S. survey found that the average time spent viewing television each week by Australians owning a television set lies between 21 hours 55 minutes and 19 hours 8 minutes depending on whether the set is colour or black and white (7:9). When non-television set owners are excluded from our sample, the average weekly viewing of public library users is only 12 hours 36 minutes. This shows that users have an average television exposure well below the national average.

Users included in the Waverley survey were asked in Questions 18-23 which daily newspapers they read regularly. When consulting the table below it should be noted that many users read more than one newspaper each day and that the percentages expressed in Column 2 are percentages

of the total sample of 830 users.

Title of Newspaper	Regularly read	% of user sample
Morning papers		
- The Australian	168	20.2
- Sydney Morning Herald	434	52.3
- Daily Telegraph	201	24.2
Evening papers		
- The Sun	371	44.7
- The Daily Mirror	281	33.9
Other	32	3.9
Sample size = 830		

Table 19. Regular use of daily newspapers by Waverley public library users.

Of the two daily morning newspapers published in Sydney,users of the Waverley Municipal Library have a clear preference for the Sydney Morning Herald over the Daily Telegraph. Of the two evening dailies a strong preference favours The Sun. The Australian is considered a national daily and does not have the same local interest content as the other morning dailies. Nonetheless, its level of use must be considered high by comparison with its appeal to users of public libraries in Melbourne, of whom only 8 per cent claimed to read it regularly (10:68).

Chapter 6

PUBLIC LIBRARY USE IN WAVERLEY

6.1 Introduction

The preceding chapter reported on, and discussed, certain sociological characteristics of public library users in the Municipality of Waverley. This chapter concentrates on the use made of the public library by its users; how they use it, why they use it, when, how often; their views on the service, demand for new services, perception of library staff; whether use of the library results from referrals from other community, social or professional agencies, and if the public library utilises the informational potential of such agencies, by referring its patrons to them for further assistance.

6.2 Getting to the Library

It has already been suggested in 3.3. that Waverley Municipal Library does not have an accessible location. It does however, have very generous parking facilities and since 61 per cent of Waverley households reported to the 1971 census that they have one or more cars at their disposal, it is surprising that as Table 20 indicates, the library does not have a high proportion of users arriving by car. For interest, comparative figures from other studies are included in the responses to Question 7, which enquired of respondents, "How did you get to the library today".

Means of travel to the library	Waverley	%	Melbourne (10:59) Adults %	Students %	Bundy (4:955) %
Walk	165	20.2	22	25	24.6
Cycle	5	0.6	1	14	
Public transport	181	22.2	4	13	4.9
Car	452	55.5	72	47	67.9
Taxi	3	0.4			
Motor cycle	9	1.1			
Sample	815	100.0	99	99	97.4

Table 20. Means of travel to the public library in Waverley, Melbourne and Baltimore-Washington.

The comparatively low level of use of the car for visiting the Waverley Municipal Library cannot be explained simply because Waverley is heavily used by young people, who may not have access to cars. A high level of use by students and other young people is a characteristic shared by most public libraries, and in any case, a crosstabulation of car users by age shows that the under-30's provide more than half of all this category.

The Melbourne surveyors identified the car as a dominant factor in library use. Not only were public library users much more mobile than non-users, but use of the public library increased in proportion to the number of cars in a household (10:59). The evidence of our sample does not allow such strong claims for Waverley users. In Waverley it would appear that use of the public library by people who arrive in motor cars, is more a reflection of their life style and economic situation, than that which predisposed them to use it

initially. Something like this conclusion was reached by Luckham whose study revealed no significant difference in levels of car ownership between members and non-members (15:34).

6.3 Frequency of Use

People use a variety of means of transport to visit the Waverley Municipal Library and because their needs are different they visit with varying frequencies. In order to discover these frequencies respondents were asked in Question 8 about their 'last visit' rather than the 'regularity' with which they believed they visit the library. It was considered they would be less certain of the latter. Luckham also used this form of question and his results are included in Table 21.

Last Visit	Users	Waverley %	Chester-Eccles (15:48) %
Yesterday	62	7.6	
Less than a week ago	158	19.4 - 46.6	58
About a week ago	160	19.6	
About a fortnight ago	221	27.1	18
About a month ago	115	14.1	8
More than a month ago	71	8.7	16
First visit	28	3.4	-
Sample	815	100.0	100

Table 21. Frequency of use of the Waverley Municipal Library expressed in terms of "last visit".

The public library users of Chester and Eccles studied by Luckham use

their public libraries with a greater frequency over a weekly period, but taken over a fortnight their use pattern is very similar to that of the Waverley users, 76 per cent to 73.7 per cent. From this it is clear that a substantial majority use the public library every fortnight - a tendency confirmed by Groombridge among the Londoners he surveyed (9 :24).

A crosstabulation of visiting frequencies by age, shows that nearly three-quarters of those who had not used the library in the past month were under-25 years of age. This suggests an occasional use by a significant number of students who have come in search of information, or facilities, not available elsewhere, or are perhaps only motivated to public library use by major assignments related to their course of study. It is also significant that 82.2 per cent of the people making their first visit to the library were under 30 years of age. The older age groups whose library requirements are less likely to be influenced by the demands of formal educational programmes display a much more stable use pattern. For example, 92 per cent of those aged 60-64 years, and 88 per cent of those aged 65 years and over had last visited the library within the previous fortnight.

A further analysis of the data by sex provides the interesting result that males are more frequent users than females. By aggregating data from Table 21 above we get the frequency of visit categories shown in Table 22 below. In Table 22 this aggregated data has been arranged by sex.

Sex	Last Visit		Total of all visits
	Less than a week	One week ago or longer	
Male	136	294	430
Female	84	301	385
	220	595	815

Table 22. Selected frequency of use categories arranged by sex.

It is clear from the above table that males appear in the 'less than a week' category with a much greater frequency than females. The proposition that males are more frequent users of the Waverley Municipal Library than females, was tested statistically using the above data and the difference found to be statistically 'highly signif..cant'.*

One possible explanation of the more frequent use of the Waverley Municipal Library by males than females, is that more males than females are engaged in studying for some kind of qualification. A crosstabulation by sex of the 411 users studying for a qualification (see Table 14) reveals that 233 or 56.6 per cent are males. It seems reasonable therefore, to conclude that it is the demands of educational programmes which cause men to be more frequent users of the Waverley public library.

The knowledge that males are more frequent users also explains why the

* A chi square of 8.81 with one degree of freedom was obtained. This result has significance at less than the 0.01 level (i.e. 1%)

sample includes more males than females. Because only a sample of the user population was surveyed and not the whole population, a patron who used the library several times during the week of the survey had a proportionally greater chance of being included in the sample than one who visited only once. Therefore, as we know males visit more frequently than females, their chances of being included in the sample were increased. And so, while the sample includes more males than females, we cannot be sure that the total library user population had the same sex proportions as the sample.

6.4 Daily Use Patterns

A knowledge of the volume of day by day use of the library and the busiest periods within the day can be of great help to the librarian in drawing up staff schedules. Circulation records are no sure quide for they provide only borrowing rates and do not measure the full use of the library by visitors. An accurate idea of the spread of users across the full week the survey was carried out is provided by the record made of the day and time period when the respondents completed their questionnaires.

Day of the Week	Users completing questionnaires	%
Monday	154	18.6
Tuesday	135	16.3
Wednesday	132	15.9
Thursday	105	12.7
Friday	128	15.4
Saturday	66	8.0
Sunday	110	13.3
Sample size	830	100.0

Table 23. Distribution of questionnaires by day of issue.

As a proportion[illegible]atio of visitors to the library during the week of the [illegible]rvey the above table shows some fluctuation in use. Monday [illegible]as the busiest weekday and Thursday the slackest. The library opens between 9.30 a.m. and 12.30 p.m. on Saturdays and 2.00 to 6.00 p.m. on Sundays. The attendance on those is evidence of the strong demand for weekend service, at least during those periods when schools and universities are in session.

Table 24 below sets out the time periods during which respondents visited the library. The periods relate only to weekdays as weekend use which is concentrated in a few hours, would bias the picture presented by the results. The busiest period in terms of visitors per hour is 4.00-6.00 p.m., the period immediately after high school is out. University students make use of the library during the day and contribute to the steady all-day use pattern.

Time period (Weekdays only)	Users completing questionnaires	% of total questionnaires completed
10.00 - 12.00 pm	119	14.3
12.00 - 2.00 pm	83	10.0
2.00 - 4.00 pm	129	15.5
4.00 - 6.00 pm	144	17.3
6.00 - 9.00 pm	177	21.3
Sample size	652	78.4

Table 24. Distribution of questionnaires by time period.

6.5 Purpose of Library Use

Circulation records contribute only a part of the pattern of library use - how many books are borrowed and what subjects are being covered. The Readers' Advisor service can record the number and type of enquiries made and the level of success in dealing with requests for information. Head counts of the reference library users are possible and the counter on the photocopies will give the total photocopying undertaken. It is all data about users, but what kind of users? This question can never be answered as the data is collected in such an impersonal fashion. In asking users why they visited the library in Questions 31-37 this study has some success in relating 'uses' to 'users'.

Reasons for visiting the library	Users	%
To borrow/return books	578	69.6
To read magazines or newspapers	20	2.4
To use reference library	308	37.1
To consult library staff	50	6.0
To use photocopiers	90	10.8
To use local history collection	19	2.3
Other	25	3.0

Sample size = 830

Table 25. Reasons for visiting the library.

Most people visit the library to use only one of the services available, but a substantial minority come for more than one purpose. The number of visitors using one or more services is set out in Table 26 below.

Number of services used during visit	Users	%
1	640	77.1
2	107	12.9
3	58	7.0
4	25	3.0
Sample size	830	

Table 26. Numbers of services used on a single visit to the library

Lending books for home reading is a traditional and basic service offered by municipal public libraries. It is also the largest measurable service and 69.6 per cent of the users surveyed borrowed, or returned books to the library. Analysis of the data shows that the extent of use made of this staple service depends upon the user's age, or more likely, upon his involvement in a programme of formal education. Diagram 3 is a histogram of the age groups using the library, the shaded areas represent the percentage of the age group who borrowed books on their visit to the library. It will be apparent that the 15-19 years age group has the lowest proportion of book borrowers, 45.0 per cent, while 55-59 year olds have a 94.7 per cent borrowing performance. Women come to the library to borrow books with a slightly greater frequency than men. Although in a minority position in the sample 53 to 47 per cent, they are in the majority position for users borrowing books, 51.1 to 48.9 per cent.

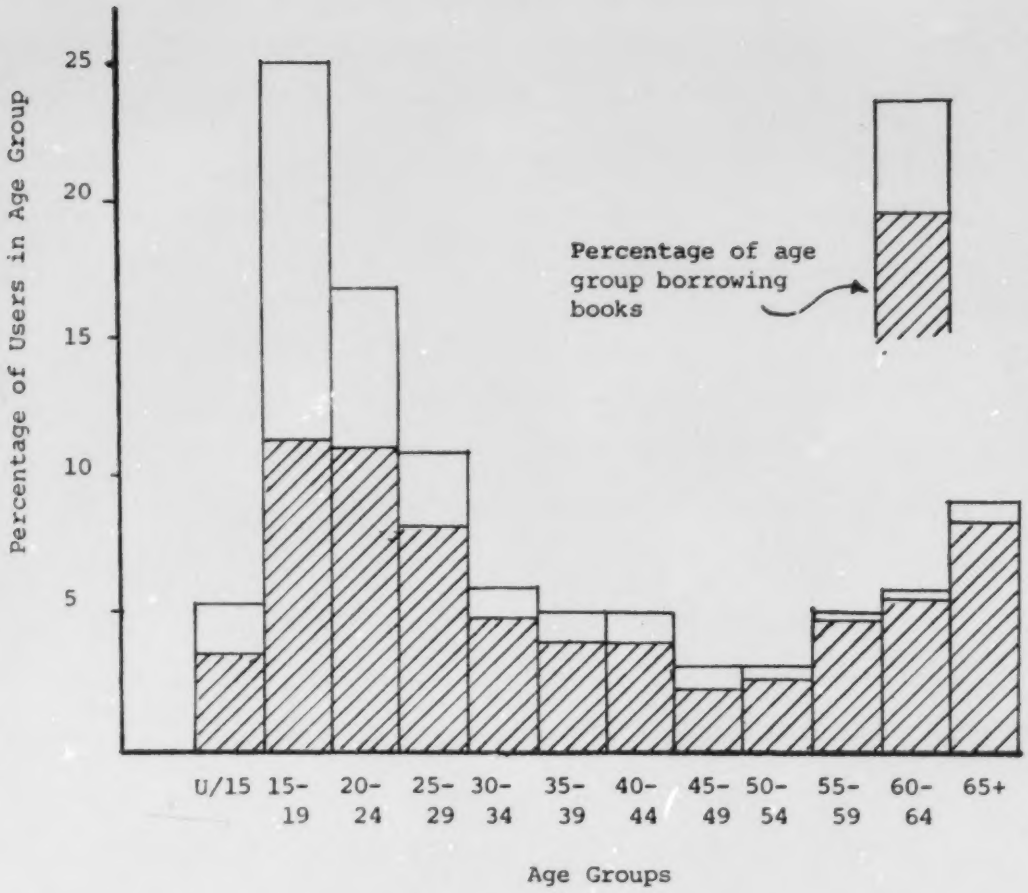


Diagram 3. Histogram of users by age group and level of book borrowing.

As a group, the under-25's do not borrow books when they visit to anything like the degree the older age groups do. This situation is reversed when users of the reference library are crosstabulated by age. Under-25's comprise 76.6 per cent of all users of the reference library. Within this age group the 15-19 year-olds are the most numerous. The importance of the reference library to this particular age group can be gauged when it is considered that more than two thirds of them use this service when they visit the library. The greater proportion of males in the sample involved in educational programmes, to which

reference was made in 6.3, is reflected in the use of the reference library, where males comprise 56.8 per cent of all users. An important point to be noted about the use of the reference library is that our measure of its use is only of visitors occupying seating. It does not relate to use of reference materials and from comments offered by respondents, many come only to use their own materials and study in a favourable atmosphere.

Borrowing books and using the reference library are the most important activities of the users of the Waverley Municipal Library and the other services offered are not utilized to anything like the same degree. It should be remarked however, that as most respondents completed their questionnaires upon arrival, the responses reflect the services which they intended to use. It is possible that other services were used after the respondent completed the questionnaire, for example the Readers' Advisor service may have been used only after the respondent realized that help was needed to locate material, or found that the book he or she wished to consult was a reference work. In these cases our survey would have failed to record the use of these facilities. Fifty respondents replied that they came to ask the library staff for information. Two thirds were under-25 and women appear to be generally more willing to ask for information.

Use of the photocopying machines was mainly by the under-25's and is probably in support of study activities. The 19 members of the sample who came to use the local history collection are mostly young people, 84.2 per cent being under-19 years. A very modest use of the newspapers and periodicals was reported and only 20 patrons came to make use of the library's collection of over 400 titles.

6.6 Interest in New Services

It is an axiom in librarianship that demand follows provision. Users included in this survey were given the opportunity to say whether or not they would use certain services if they were provided. Nine services were suggested to users in Questions 38-46 and although 116 users, or 14.0 per cent were apparently quite satisfied with the present range of services, a strong interest was expressed in the services. Some users indicated that they would be interested in using as many as eight of the services. It would not be inappropriate however, to observe that the users in accepting the suggestions for additional services, were not at the same time asked if they would be prepared to pay for them,either by way of an individual charge or through Municipal funds.

Number of new services in which users are interested	Users	% of users
0	116	14.0
1	216	26.1
2	149	17.9
3	124	14.9
4	117	14.1
5	41	4.9
6	33	4.0
7	9	1.1
8	25	3.0
Sample size	830	100.0

Table 27. Level of interest in additional services.

The services which were suggested to users and the number expressing an interest in using them, are given in the following table.

New Services	Number of interested users	% of total user sample (N = 830)	Age		Sex		Native Language	
			U/25 %	25+ %	M. %	F. %	English %	Other %
Pictures for loan	149	18	35	65	43	57	89	11
Records for loan	385	46	59	41	49	51	88	12
Cassette tapes for loan	398	48	62	38	52	48	87	13
Movie films for loan	240	39	68	32	53	47	89	11
Slides for loan	163	20	66	34	50	50	92	8
Map room	115	14	59	41	68	32	87	13
Local History room	157	19	64	36	49	51	95	5
Language learning facilities	269	32	55	45	44	56	87	13
Foreign language books	111	13	54	46	47	53	80	20

Table 28. Suggested additional services and number of users who would use them, by age, sex, and native language.

Users interested in additional services have been analysed by age, sex and first language in the above table. It is apparent that the under-25's who are 47.7 per cent of the sample, are over-represented among those wanting new services. The only exception to this is their interest in pictures for loan, which is less than that of the over-25's. Crosstabulations by age show that among the over-25's,the level of interest in new services tends to fall with a rise in age group, but in no case did a particular age group fail to be represented. Women are generally more interested in the suggested services than men. Only in their interest in a map room do males appreciably outnumber women.

It was established earlier in 5.8 that migrants for whom English is not their first language make up 12.9 per cent of the sample, Table 28 shows that except for slides and a local history room they generally maintain an interest in new services proportionate to the representation in the sample. It is interesting to note that they do not express a strong interest in language learning facilities and although they are over-represented among those interested in books in foreign languages, only 23 of the 104 who might have asked for this service did so. While this is interesting in itself, it is not altogether surprising, as in 5.8 we established that overseas born migrants who use the Waverley Municipal Library are in the main, well-educated and long-term residents in Australia. They had most probably acquired English before becoming users of the public library and so do not wish to use it as a means of improving their English, or maintaining links with their native cultures. An inference which may be drawn from the above data is that not only do they not wish for these services for themselves, but also, they do not value them as a means of speeding the integration of their countrymen into the Australian culture, or learning the English language.

6.7 The Public Library and Other Community Agencies

One of the purposes of this study was to obtain an indication of the degree to which the Waverley Municipal Library is regarded as an information resource by other social, governmental and professional agencies in the community. Users were therefore asked in Question 16 if they had ever been referred to the library by such an agency and in Question 17, whether or not the library had ever referred them to another agency.

Referrals	Yes	(%)	No	(%)	No answer	(%)
Referred to the library by other agency	40	(4.8)	764	(92.0)	26	(3.2)
Referred by the library to another agency	43	(5.2)	758	(91.3)	29	(3.3)

Sample size = 830

Table 29. Referrals for information to, and from the Waverley Municipal Library.

The low percentage who did not answer the questions is evidence that respondents generally understood their meaning. Had they not understood, a larger proportion would have failed to answer. In view of this, it is apparent that the Waverley Municipal Library does not form an important link in the community information network.

Obviously people who staff citizens' advice bureaux, marriage guidance counsellors, clergy,social workers, government agencies and professionals like doctors and lawyers, are not aware of the public library's information potential - or simply do not value it. Analysis of data shows that more than two thirds who said they had been referred to the library are under 25 years old. There is a strong tendency to think that the referrals they reported are from teachers. Sixty per cent of them are male, and 95 per cent are from the native English-speaking group. A similar picture is presented by the group reporting a referral by the library to some other agency, except that it is even younger and includes more males. Seventy-nine per cent of them are under-25 and 64 per cent are males. Migrants whose first language is not English make up 13 per cent of the group.

6.8 Use of Other Libraries

Users of the Waverley Municipal Library do not restrict their library use to Waverley alone. Respondents gave the following details of their use of other libraries in Questions 24-30. It should be noted that respondents were asked to record the use of other libraries even if it was only occasional and our data does not therefore indicate regular use of them.

Type of library service	Users	% of total sample
Other public libraries	245	29.5
School libraries	211	25.4
Technical, commercial, or business college libraries	62	7.5
University or college of advanced education libraries	250	30.1
The State Library of N.S.W. (inc. Mitchell Library)	150	18.1
Library provided by employer	41	4.9
Other	20	2.4

Sample size = 830

Table 30. Use of other library services.

The level of use of other public libraries by Waverley Municipal Library users is not exceptional in view of the number, who in 5.4, reported membership of another municipal library. Furthermore, as many Waverley residents, by nature of their employment, have to travel outside Waverley to their work it is likely that they make occasional use of a library close to their work. The City of Sydney's public library in central Sydney would be an obvious example.

Not all school patrons use school libraries as only 183 of the 204 included in the sample recorded a use of this type of service. University and college libraries must be used by a large number of people who are not enrolled as students. For example, in answer to Question 12 on current studies (this includes part-time studies), only 158 respondents said they were seeking the sort of qualification usually obtained at such institutions, e.g. tertiary non-degree qualifications, bachelor degrees, post-graduate and higher degree awards. Yet 250 respondents use university and college libraries. The same situation occurs to a lesser extent with regard to technical, commercial and business college libraries. No explanation can be offered from the data at hand. Possibly the Waverley users who use the libraries of educational institutions without being registered students are graduates of the institutions concerned and have library privileges, or they simply use the reference and study facilities without seeking membership.

Other significant features of the above table are the apparently substantial use made of the State Library of New South Wales and the small number of patrons who use libraries provided by employers. The latter is somewhat surprising in view of the large proportion of professional workers included in the sample. It would be interesting to know whether they use the Waverley Municipal Library instead of the library provided by their employers, or if the low level of use indicates the lack of such services.

Crosstabulations of data show that the patrons who use a variety of services are, with the exception of school library users, drawn representatively from across the age groups. However, despite this

draw across all age groups, it should be noted that multiple use definitely declines with age. Users of other public libraries have a majority of females, but in all other cases of multiple library use there is a majority of males. The 12.9 per cent of the sample who are migrants whose first language is not English, are generally under-represented among multiple library users, except in the case of technical, business and commercial college libraries, where they make up 24.2 per cent of the total using libraries of that kind.

6.9 Level of User Satisfaction

Users of the Waverley Municipal Library, when considered as an undifferentiated group, are generally very satisfied with the service they receive. Asked in Question 47 to rate the service against a verbal scale the following scores were recorded.

Rating	All users	(%)	Age			
			U/25	(%)	25+	(%)
Excellent	258	(32)	60	(15)	198	(47)
Very good	314	(39)	155	(40)	159	(38)
Good	147	(18)	99	(25)	48	(11)
Satisfactory	84	(10)	68	(17)	16	(4)
Poor	9	(1)	8	(2)	1	(0)
Very poor	2	(0)	2	(1)	0	(0)
Sample size	814	(100)	392	(100)	422	(100)

Table 31. Users' rating of the library service for all users and by age.

When the responses for all users are broken down into age groups, we find that the under-25's are less satisfied with the service than the over-25's. The great majority still think it is "good", or better, but there is a marked disinclination to acclaim it as "excellent" when compared with the over-25's.* The different levels of response can best be seen in Diagram 4 below where the gradient and length of the lines representing the two levels of satisfaction can be compared. The representation is of course, purely diagrammatic for the horizontal axis as it is not drawn to a true scale.

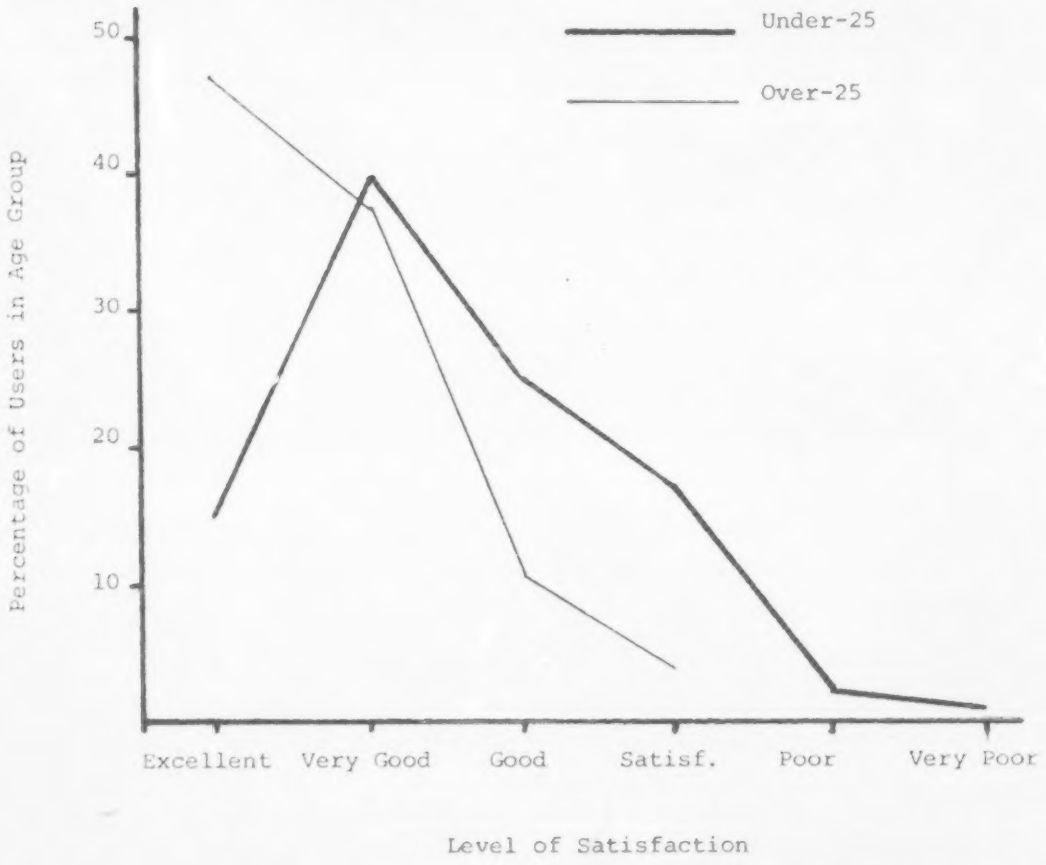


Diagram 4. Contrasting levels of satisfaction, under-25s and over 25s.

* Tested statistically this difference in appreciation resulted in a chi square of 30.09 with one degree of freedom. This is significant at the one per cent level.

Chapter 7

PUBLIC LIBRARY SERVICE IN WAVERLEY - AN OVERVIEW

7.1 Testing the Hypotheses

In 2.5 seven hypotheses were set up which determined the design of the questionnaire used to gather the data for this study. The results of the survey have been reported in Chapters 6 and 7 and in this chapter, the objective will be to relate the results to the hypotheses.

7.2 Hypothesis 1

> Patrons under the age of 25 years are over-represented among public library users proportionate to their representation in the general population.

By aggregating data from Table 7(5.5) the following proportion of Waverley Municipal Library users under 25 years can be contrasted with the same age group in the general Waverley population.

	Under 25	25 years +	
Library user sample	47.7%	52.3%	= 100%
Waverley population	26.1%	73.9%	= 100%

By simple inspection of the figures in the matrix there are obvious differences between the under-25's in the two populations. A statistical test of the data shows that the differences are in fact statistically highly significant*. The above hypothesis, when expressed in its null form, can therefore be rejected and our hypothesis

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* The statistical test applied was the "Normal Approximation to the Binomial".

confidently asserted (20:167). However the mis-match between the two populations can probably be best appreciated in Diagram 5, where histograms of the respective populations have been turned through 90 degrees to present a pyramid. The imbalance between the comparable age groups is very clearly contrasted.

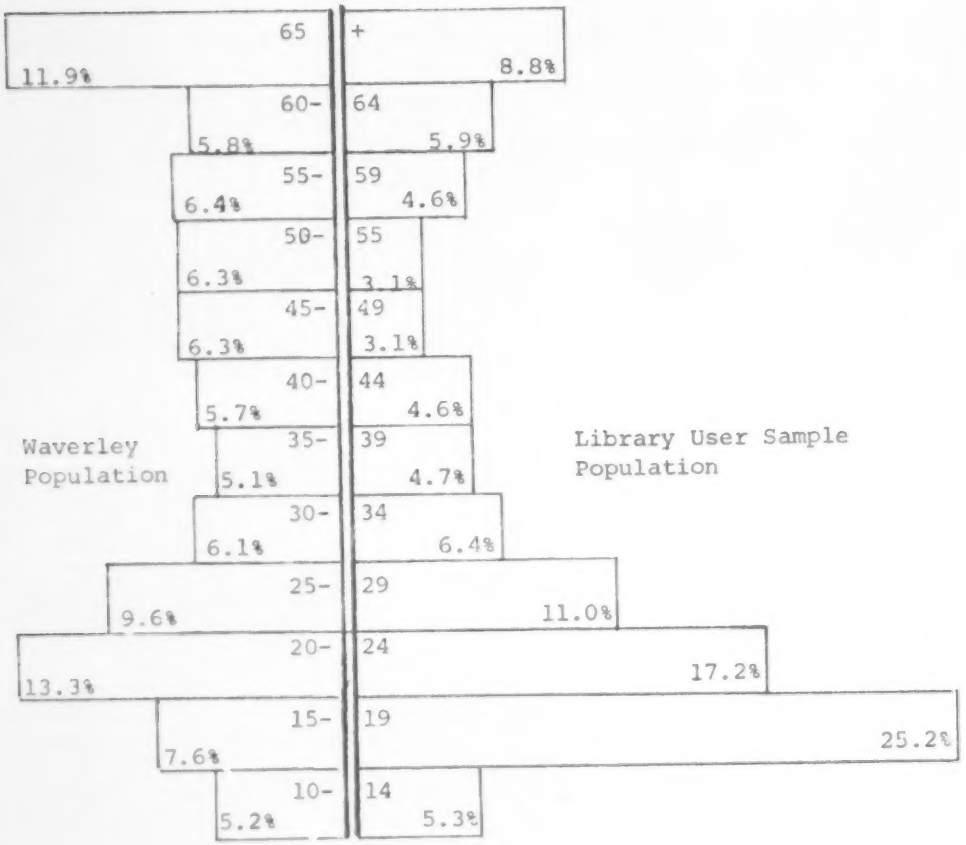

Diagram 5. Distribution of Waverley population contrasted with library user population. Scale: 1% = 3.5 mm.

The most obvious difference between the two sections of the pyramid is the broad base of youth among the public library users, which supports a rapidly tapering strata of older users. By contrast, the general Waverley population has a narrower base below a much thicker 'waist'

of older groups. A falling off in library use occurs as patrons reach their late twenties and early thirties. It would be a mistake however, to explain the obvious decline of library use with increasing age, as a simple loss of interest in reading, or the pressures of child-rearing and family responsibilities. The decline in library use, rather than being a simple function of increasing age, is a function of the declining numbers engaged in educational programmes as age increases. To illustrate this point, reference to the census data reveal that students comprise 46.4 per cent of the 15-24 years age group. Among the library users in the same age group the proportion is 79.0 per cent. It is because the youth of our society are engaged in educational programmes, which increasingly stress the value of self-learning techniques, that we find that users of the Waverley Municipal Library are not proportionately drawn from all age groups. Another factor which doubtless contributes to the particular imbalance in Waverley is the generous study facilities provided and the emphasis placed on the educational function of the library. While it is impossible to quantify the effect of library policies on the use of particular services, comments by users make it clear that for many it is access to curriculum-related materials and study accommodation, which draws them to the public library. The following comment by a female high school student is illustrative of many. "I suggest you take a look at the syllabus for primary and secondary schools, and university and college courses, and get books on all the aspects and subjects you can. Otherwise the library is good. Especially the reference section."

It would appear from the data that while age groups are disproportionately represented, involvement in a formal educational programme is the stronger determinant. However, while current involvement in acquiring

a qualification strongly influences library use, the effect of education does not end there. Discussion of the second hypothesis will indicate that a person's level of education strongly influences use of public library services.

7.3 Hypothesis 2

> Patrons with a university level education are over-represented among public library users proportionate to their representation in the general population.

The data supporting this hypothesis is overwhelming. In the general Waverley population university level graduates have only a 2.6 per cent representation, while among public library users it is 19.9 per cent. An accurate comparison is also possible at the other end of the educational spectrum. There it is found that 11.0 per cent of the general population completed their education at primary school level, while the library user sample included only 1.9 per cent at the same level of education.

The evidence that people educated to university or college of advanced education level are over-represented, is therefore very strong. Cross-tabulations by age of the level of completed education data, also suggest that people with degrees are very likely to be long-term users of public libraries, and furthermore, it would appear that their use is not a consequence of their involvement in full-time programmes of education.

As only 5.5 per cent of users aged 25 years and over are engaged in full-time studies this age group is typical of the general Waverley community, in that they are engaged, in the main, in non-academic

activities. The over-representation of university graduates among public library users cannot therefore, be explained as a consequence of their current involvement in formal study. Furthermore, it will be apparent from Table 32 below that their over-representation occurs throughout all the age groups. These facts strongly suggest that people with a higher level of education tend to use the Waverley Municipal Library after their formal education has ceased, and that their use of the library is likely to be continuous. In considering this last proposition it should be borne in mind, that although the proportion of university graduates declines with age in column 3, the total number of graduates in these age groups is likely to be less, due to the more restricted opportunities for tertiary education in former years.

Age Groups	No.of user sample in age group	No.who completed university level in age group	(%)of user sample with university degree in age grp.
25-29	91	33	(36.3)
30-34	52	17	(32.7)
35-39	37	11	(29.7)
40-44	36	11	(30.6)
45-49	26	8	(30.8)
50-54	26	9	(34.6)
55-59	35	6	(17.1)
60-64	49	10	(20.4)
65+	61	10	(16.4)
Sample size	413	115	

Table 32. Proportion of user sample with university degrees by age group.

It is unfortunate that the census data do not allow a more complete comparison with the other educational levels recorded during the survey. However, the evidence is strong that level of education is a determinant of public library use at the university and college of advanced education level. It seems likely therefore, that if a closer analysis of the census data were possible, then the correlation between level of education and public library use would be clearly identified.

7.4 Hypothesis 3

> Patrons from the professional and technical occupational groups are over-represented among public library users proportionate to their representation in the general population.

The data gathered in the survey strongly supports the above hypothesis and shows that in common with the findings of other surveys, professionals are over-represented among users of the Waverley Municipal Library. This is true whether one compares public library users in the total sample with the total Waverley population, or compares only those among the sample who are in the labour force. In either case, statistical tests indicate that the difference between the proportions is highly significant.*

Proportion of professionals in library user sample compared with Waverley population

	Professionals	Other
Users	41.7%	58.3%
Waverley	11.0%	89.0%

Proportion of professionals in labour force component of library user sample compared with Waverley labour force

	Professionals	Others
Users	16.6%	83.4%
Waverley	6.0%	94%

* The statistical test applied was the "Normal Approximation to the Binomial".

Close comparison with most other surveys is not possible because of the different methods used to classify occupations. It is a very safe generalization however, that all report a similar preponderance of professionals among user and membership groups. Similarly all indicate a preponderance of white-collar workers over blue-collar workers, or non-manual over manual workers. Bundy reports a greater over-representation of professionals in Baltimore-Washington than is found in Waverley. In Baltimore-Washington 52.3 per cent of employed library users are in one or other of the professions (4:954). Results from the British surveys indicate a less dramatic over-representation (9:43,15:26) and an intuitive feeling is that Waverley lies somewhere between the British and American experiences. From the Melbourne survey we know that professionals have the highest library user representation among the occupational categories used in that study, but this is as far as the data can be related to our study. In any case it should be borne closely in mind, that there exists no magical formula for determining the extent of the over-representation of any single group of users. Much depends upon the area under study and its particular social composition. Great variations occur from suburb to suburb. When Bundy broke her data down by service outlets she found that while professionals were certainly over-represented, the proportion varied across the region from 46.0 to 60.8 per cent (5:372). Groombridge underscores the variation to be expected between library services which serve clientele of different social backgrounds with his comment, "Whereas in Hampstead it might be enough to have a collection of books, open your doors and then step back to control the hordes of eager readers, in Stepney probably every reader has to be worked for, and hard." (9:33).

As far as occupation affects use of Waverley Municipal Library we know then, that in common with other public library studies there is an over-representation of professional and managerial groups; and that white collar workers outnumber blue collar workers by a greater proportion than they have in the general population. Importantly though, Waverley shares another characteristic with other surveys - one which can easily be lost sight of when considering the large representation of professionals - its users are drawn from almost all the urban occupational groups and as Groombridge remarked, "There may be some reassurance in the discovery that there are almost as many 'workers' as 'professionals' and 'executives' in membership" (9 :42).

7.5 Hypotheses 4 & 5

4. Migrants from overseas are under-represented among public library users proportionate to their representation in the general population; and,

5. Migrants from overseas do not use the public library as an aid to community integration, but only after a lengthy period of residence has elapsed.

Hypotheses 4 and 5 are considered together as the findings for each are so closely interrelated. Attention was drawn in 3.2 to the high proportion of overseas born in the Waverley population by comparison with the figure for Australia. In this study attention has been concentrated on those migrants whose first language is not English. This is not because of any lack of recognition that people born in English speaking countries such as the United Kingdom, Ireland, New Zealand and the United States are also migrants, but because it was

assumed that people from those countries were already familiar with public library services before coming to Australia. To have failed to exclude people from these countries from our consideration of migrants would have disguised the fact that people who do not have English as a first language are seriously under-represented in the Waverley Municipal Library. Thurles Thomas in her report on library services to migrants in New South Wales made a similar assumption in her assessment of the situation (22:17), and in Melbourne, Handfield and Hamilton-Smith found that migrants from the United Kingdom had a higher rate of public library use than the Australian born (9 :60). With this modified concept of 'overseas born' securely in mind, the extent of their under-representation is revealed in the following matrix, which in reality displays the imbalance between users of the library who are from countries where English is not the first language and those from Australia and other English speaking countries. The same categories of persons are also displayed for the Waverley population.

	Overseas born migrants from non English-speaking countries	Australian born and migrants from English-speaking countries	
User Sample	12.9%	87.1%	= 100%
Waverley	20.6%	79.4%	= 100%

Tested statistically the degree of under-representation of migrants was found to be highly significant* and our fourth hypothesis can therefore be asserted with a high degree of confidence. It should also be noted that even if the above data had not been grouped in the

---

* The statistical test applied was the "Normal Approximation to the Binomial".

above categories, but simply on the basis of a comparison between overseas born migrants and Australian born, the difference is still statistically highly significant.

The case for acceptance of the fifth hypothesis is not so clearcut. In Table 12(5.8) it was demonstrated that three quarters of all overseas born migrants, who use the Waverley Municipal Library, have lived in Australia for five years or more. It is also apparent that migrants without English as a first language, are represented to a lesser degree than those who are native English speakers, in the less than five years of residence category. Unfortunately the census data are not analyzed to the point where non-English speaking migrants can be separated from those who are native English speakers. In this case, a comparison of the following data is not found to be significant at a sufficient level for us to consider the hypothesis tenable.* To assert the hypothesis it is necessary to show that the difference between the proportion of migrants with less than five years residence in the library user population sample is significantly different from the proportion in the Waverley population. This was not achieved, but had it been possible however, to obtain data for the non-native English speaking migrants in the Waverley population, with residence of less than, and more than five years, then a finding of a statistically higher significance may well have resulted.

OVERSEAS BORN

	Less than 5 years residence in Australia	More than 5 years residence in Australia	
Library user Sample	25.3	74.7	= 100%
Waverley Population	29.1	70.9	= 100%

* The statistical test applied was the "Normal Approximation to the Binomial" which showed that the difference is significant at less than the 9% level.

Overseas born migrants who have lived in Australia for less than five years have a representation among the users of Waverley Municipal library which is not significantly different from those migrants who have lived in Australia for a longer period. However while it may not be asserted that they do not use the library for community integration and as an aid to learning the English language, there is of course, no evidence that they do use it for these purposes to any significant degree. The general under-representation of migrants points to this as do the findings of Thomas' report referred to above. The comment of a 20-24 year migrant from Holland probably expressed some of the reluctance of migrants to use public libraries when she wrote on her questionnaire, "I feel migrants are inhibited by borrowing books from a library as they are not enrolled (i.e. on the electoral roll) so they have to call on someone else who is willing to give a reference".

7.6 Hypotheses 6 & 7

> 6. The Waverley Municipal Library is not acting as a referral centre for other informational and social agencies; and
>
> 7. Other informational and social agencies do not recognize the Waverley Municipal Library's potential as a source of information relevant to their clients' needs.

In writing of the provision of "information services" as an emerging role for public libraries, F.A. Sharr described them as services which cover a wide spectrum, including, "...the straight forward factual question; the question involving evaluation of judgement; reader guidance; the provision, including current awareness type of provision, of technical information to local commerce and industry not large enough to maintain its own special library; the dissemination of

authoritative information on matters of current social concern; referral centre service, when the library aims and seeks to answer from or through a central source enquiries which are clearly beyond its own resources; and so on." (21:97) And in its submission to the Committee of Inquiry into Public Libraries, the Library Association of Australia claims, "Public libraries are only a part of a whole complex of communication and information agencies within the community. Their role embraces a range of activities from the middle of a spectrum that ranges from say, printing at one end to teaching at the other." (19:441). How then does the Waverley Municipal Library feature in the network of community information agencies?

The answers to Questions 16 and 17 indicate that without reference to its ability to provide for the information needs of its readers within its own walls, it is not part of an extensive community information network - at least not on the basis of the replies from the user sample. From Table 29 we know that only 4.8 per cent of the user sample have ever been referred to the public library by another social, governmental, or professional agency in the community. We also know that only 5.2% had ever been referred elsewhere by the library staff. Neither result appears to be very high and both hypotheses may safely be asserted.

It must again be pointed out that the results we have relate to a specific time in the history of the Waverley Municipal Library. If Sharr is correct and providing an "information service" is an emerging role for public libraries, then a later survey may report a higher proportion of referrals. At the moment however there is obviously ignorance of what the library is already doing as these comments ask for help which is already available "...also include the latest books

on contraceptives etc. Also drug information would be a great help to kids who come up here, many can't get it off their parents." (15-19 year old boy in high school) and, "The library could...collect information about and referral to services in the community" (25-29 year old university student). Perhaps the answer lies in the comment of the 15-19 year old high school girl who would like "...more librarians wandering around, helping people, or asking if they need help, many of us feel too timid to ask." It may well be that even within the walls of the library, with a clientele sold on library service, that librarians still have to take service that last few feet!

7.7 A Profile of Users of the Waverley Municipal Library

The relation of the analysis of the survey findings to the hypotheses allows us to sketch a profile of the users of the Waverley Municipal Library and the use they make of their library service.

The one single factor which constantly recurrs throughout the analysis is "education". Use of the Waverley Municipal Library is dominated by people who are involved in programmes of formal education, or have completed them - and the higher the level, the greater the likelihood that the person involved will remain a user of public library services. For those who are currently engaged in formal education the Waverley Municipal Library is a most welcome supplement to the resources at their disposal. For the high school student it is extension of the school library which closes when school is out, and to the university student it is an alternative to a crowded and often noisy university library - to both it provides a favourable and quiet environment in which to work. The needs of students are recognised at Waverley and the extensive study facilities and the orientation of the Readers' Advisory Service are clearly directed to their satisfaction.

Given this environment it is therefore no surprise to find that the user sample indicates that users under 25 years of age are over-represented, 47.7 per cent and that nearly two thirds of the total number of users are under 35 years. The correlation with involvement in education programmes is strong and almost a half of the users are studying for some kind of qualification. Among those who are not involved in formal study, people educated to university degree level have a high representation evident throughout all age levels.

There is no great difference in the proportions of the sexes and although the majority of users are single persons, once they cease to be students, usually after 25 years of age, the majority are in fact married. Marital status does not therefore seem to operate as a determinant of public library use.

Persons who work in the professions, or in managerial roles, predominate among users in the labour force. There is however, a sizable representation of people from across the spectrum of occupations. Retired people use the Waverley Municipal Library quite extensively, but people engaged in 'home duties' are definitely under-represented. Nor is the library a place where the unemployed pass their time.

People born overseas, when considered as a sub-group of public library users, are found to vary in a number of aspects from the over-all profile, but are in any case under-represented among users in relation to their proportion of the general population. The users of the Waverley Municipal Library spend substantially less time watching television than the general population. They also appear to choose widely from among the daily newspapers and while preferences are apparent, there is no overwhelming selection of any single title. However, the marked preference for the Sydney Morning Herald over the Daily Telegraph, and the high readership of The Australian despite its lack of local content, suggest a preference for a quality newspaper over the popular tabloids. This in turn may possibly be another correlate of the higher level of education of the users of the Waverley Municipal Library.

Public library use in Waverley is not dependent upon the user's access

to a motor car - ... many as 45 per cent use public transport, walk or use some other means of reaching the library. The majority of users visit the library at least once a fortnight and spread their visits fairly uniformly across the day. In the main they visit to use only one of the library's services, perhaps to borrow books or use the reference library, but a sizable minority use three, or even four services on each visit.

There is a considerable interest in additional services, especially among the younger age groups and among women in general. Migrants who use the library do not display an unusual level of interest in language learning facilities and appear satisfied with present services. Few of the users have ever used the library as the result of a referral from a community, governmental, or professional advisor. Similarly, few have ever been directed to another agency for further information by a member of the library's staff. The small group who have received referrals are mostly young.

Waverley's users are very likely to use more than one type of library, public libraries, school libraries and university libraries are all heavily utilized. The older users in particular are very satisfied with the Waverley service. Younger users also display a high level of satisfaction, but are more critical of services than users in the older age groups.

Finally, as a group the users included in this survey are willing to assist their library in an attempt to evaluate itself and plan for the future - many times the questionnaire was taken with the remark, "O.K. I'll fill it out, but there's nothing wrong with this library". Others

took it more thoughtfully and one lady in her late fifties, after covering page 8 of the questionnaire with comments, concluded, "I have been very critical, sorry, but we don't get a chance like this very often!"

Chapter 8

CONCLUSION

8.1 Significance of this Study

What significance has this study for the Waverley Municipal Library Service? In broad detail it would appear that the citizens of Waverley are responding to their library service in much the same way as Londoners do to theirs, or the people of Baltimore-Washington to theirs. However, detail as broad as this is not of much use to anyone planning a library service for a community. The investment in a library service is large and its planning involves a number of careful decisions based on reasonably accurate information. Information needed by library planners in relation to the people being served, how they use the service and what their expectations of it are, can only be obtained by local studies of the community.

This study does not purport to provide all of the information needed for public library planning in Waverley - it is only a very small part - but it is indicative of the sort of knowledge which is needed. Studies of this nature allow the librarian to relate the performance of his library service to its original objectives. To what extent are these objectives being achieved, and are the programmes established to achieve the objectives meeting with success? These are some of the fundamental questions which can be answered through studies like this.

At the next level they indicate to the librarian who is not being reached by his service, and perhaps the freely given comments of respondents will tell him why. They help him to justify with firm data,

just where the library budget goes, who benefits and what the impact of different aspects of the service have on the users. They also display weaknesses and assist in the setting of priorities among new and present services. The analysis of the findings of this particular study show that there are some serious under-representations among certain social and occupational groups in the Waverley Municipal Library. These may have been felt intuitively before, but now they are explicit and the librarian can plan appropriately. People tend to use the library after living in Waverley for a long period. Is this simply a 'settling in' factor, or is even more publicity needed for the library?

A study of a library community will answer some questions for the librarian, but it will probably serve to raise more than it will answer. Perhaps the justification of this particular study is to be found in the comment of a high school student who wrote, "Surveys such as these encourage the use of a library by ensuring that it does not remain static (congratulations)."

8.2 Further Research

This study was based on a survey of a sample of people who visited the Waverley Municipal Library during one week in September 1975. To provide the complete data base for library planning, complementary studies are needed among people who do not use the library, and of the other non-library information agencies in the community. Ways should be sought of linking the public library into the community information network, whatever its structure. It is to be hoped that people willing to undertake studies of these problems will be forthcoming.

APPENDIX 1

The Questionnaire

Except that the pages were printed on both sides, the questionnaire is reproduced here in the form it was used for the survey.

The number of responses received to each question are recorded to the right of each relevant check box. The figure in parentheses is the percentage of the total responses received to the question. The number of responses received to each question is recorded at the bottom of the column of scores. Where these scores do not total 830 it is because some respondents failed to answer, or appropriately did not answer to indicate a negative answer as in Questions 18 - 46, or did not answer because the question did not apply to them as in Questions 12, 14 and 15.

WAVERLEY MUNICIPAL LIBRARY

Library User Questionnaire

Dear Library Patron,

The library staff are anxious to learn about the people who use the library and why. Will you help us by giving a few minutes of your time to answer a few questions?

The information you supply will help us to plan better services for you in the future. This questionnaire is quite anonymous and unless you wish to, it is not necessary for you to sign it.

If you cannot spare the time to answer our questions now, then please take them with you and return the completed questionnaire to the library on your next visit.

Please answer all the questions you are able to by writing an X in the appropriate box, like this [x]

Thanking you in advance.

R. Lander,
Chief Librarian.

QUESTION 1 AGE

Please indicate your age group by placing an X in the appropriate box.

Under 15	[ ] 1	44	(5.3)
15 - 19	[ ] 2	209	(25.2)
20 - 24	[ ] 3	143	(17.2)
25 - 29	[ ] 4	91	(11.0)
30 - 34	[ ] 5	53	(6.4)
35 - 39	[ ] 6	39	(4.7)
40 - 44	[ ] 7	38	(4.6)
45 - 49	[ ] 8	26	(3.1)
50 - 54	[ ] 9	26	(3.1)
55 - 59	[ ] A	38	(4.6)
60 - 64	[ ] B	49	(5.9)
65 & over	[ ] C	73	(8.8)
		829	

THERE ARE MORE QUESTIONS ON THE BACK OF THIS PAGE

QUESTION 2 SEX

Please indicate your sex by placing an X in one of the boxes.

Male	[ ] 1	437	(53.0)
Female	[ ] 2	388	(47.0)
		825	

QUESTION 3 MARITAL STATUS

Are you ...?

Married	[ ] 1	293	(36.2)
Never married	[ ] 2	458	(56.5)
Other (divorced, widowed permanently separated)	[ ] 3	59	(7.3)
		810	

QUESTION 4 PLACE OF BIRTH

Please tell us where you were born. Was it ...?

Australia	[ ] 1	591	(71.2)
New Zealand	[ ] 2	16	(1.9)
U.K. & Ireland	[ ] 3	105	(12.7)
Czechoslovakia	[ ] 4	3	(0.4)
Germany	[ ] 5	10	(1.2)
Greece	[ ] 6	1	(0.1)
Hungary	[ ] 7	7	(0.8)
Italy	[ ] 8	2	(0.2)
Poland	[ ] 9	12	(1.4)
Other European (please specify)	[ ] A	31	(3.7)
Asia	[ ] B	18	(2.2)
U.S.A. & Canada	[ ] C	11	(1.3)
Other (please specify)	[ ] D	14	(1.7)
		821	

QUESTION 5 MEMBERSHIP OF WAVERLEY LIBRARIES

Are you a registered borrower of either of the Municipality of Waverley libraries?

Yes	[ ] 1	647	(78.6)
No	[ ] 2	176	(21.4)
		823	

DID YOU ANSWER QUESTIONS 2 - 5 ON PAGE 2?

QUESTION 6 MEMBERSHIP OF ANOTHER PUBLIC LIBRARY

Are you a registered borrower of some other public library?

Yes	[ ] 1	282	(34.8)
No	[ ] 2	529	(65.2)
		811	

QUESTION 7 TRANSPORT

How did you get to the library today. Did you ...?

Walk from home or work	[ ] 1	165	(20.2)
Cycle	[ ] 2	5	(0.6)
Use public transport	[ ] 3	181	(22.2)
Come by car	[ ] 4	452	(55.5)
Taxi	[ ] 5	3	(0.4)
Motor cycle	[ ] 6	9	(1.1)
Other (please specify)	[ ] 7	815	
.....			

QUESTION 8 LAST VISIT TO LIBRARY

When did you last visit either of the Waverley public libraries? Was it ...?

Yesterday	[ ] 1	62	(7.6)
Less than a week ago	[ ] 2	158	(19.4)
About a week ago	[ ] 3	160	(19.6)
About a fortnight ago	[ ] 4	221	(27.1)
About a month ago	[ ] 5	115	(14.1)
More than a month ago	[ ] 6	71	(8.7)
This is my first visit	[ ] 7	28	(3.4)
		815	

QUESTION 9 TELEVISION

Do you have a T.V. set at home?

Yes	[ ] 1	755	(91.5)
No	[ ] 2	70	(8.5)
		825	

THERE ARE MORE QUESTIONS ON THE BACK OF THIS PAGE.

QUESTION 10 TELEVISION VIEWING

Approximately how long did you watch television YESTERDAY?

Not at all	[ ] 1	213	(26.2)
Less than one hour	[ ] 2	104	(12.8)
One hour	[ ] 3	122	(15.0)
Two hours	[ ] 4	184	(22.7)
Three hours	[ ] 5	108	(13.3)
Four hours	[ ] 6	39	(4.8)
Five hours	[ ] 7	17	(2.1)
Six hours	[ ] 8	12	(1.5)
More than six hours	[ ] 9	13	(1.6)
		812	

QUESTION 11 EDUCATIONAL QUALIFICATIONS

What is your highest completed educational level?

Primary school	[ ] 1	98	(12.2)
Secondary school -		267	(33.3)
- School Cert/Intermediate	[ ] 2	189	(23.5)
- Higher School Cert/Leaving	[ ] 3	79	(9.8)
Technical, commercial or business college	[ ] 4	160	(19.9)
Uni. or College of advanced education	[ ] 5	10	(1.2)
		803	
Other (please specify)	[ ] 6		
.....			

QUESTION 12 CURRENT STUDIES

If you are presently studying for, or taking a course leading to a qualification, is it ...?

School Cert/Intermediate	[ ] 1	79	(19.2)
Higher School Cert/Leaving	[ ] 2	129	(31.4)
Trade Cert. or Diploma	[ ] 3	15	(3.6)
Technician's cert. or Diploma	[ ] 4	15	(3.6)
Tertiary non-degree qualific.	[ ] 5	45	(10.9)
Bachelor Degree (inc. post-grad. diploma)	[ ] 6	98	(23.8)
		15	(3.6)
Higher degree	[ ] 7	15	(3.6)
Other (please specify)	[ ] 8	411	
.....			

DID YOU ANSWER QUESTIONS 10 - 12 ON PAGE 4?

QUESTION 13 OCCUPATION

What is your usual occupation?

Student - primary school	[ ] 1	4	(0.5)
- secondary school	[ ] 2	203	(24.9)
- technical, business or commercial college	[ ] 3	16	(2.0)
- university or college of advanced education	[ ] 4	104	(12.8)
Home duties	[ ] 5	73	(8.8)
Retired	[ ] 6	91	(11.0)

If not in the above occupations, please describe your occupation, for example, builder's labourer, shop assistant, bus driver, fitter and turner, architect, electronics engineer, shearer, retail shop proprietor, etc.

.....	[ ] 7	331	(39.9)
.....		822	

QUESTION 14 LENGTH OF RESIDENCE IN AUSTRALIA

If you were not born in Australia, how long have you lived here? Leave blank if you were born in this country.

Less than one year	[ ] 1	4	(1.6)
1 year	[ ] 2	8	(3.2)
2 years	[ ] 3	22	(8.8)
3 years	[ ] 4	13	(5.2)
4 years	[ ] 5	10	(4.0)
5 - 9 years	[ ] 6	33	(13.1)
10 - 16 years	[ ] 7	32	(12.7)
17 years and over	[ ] 8	129	(51.4)
		251	

QUESTION 15 LENGTH OF RESIDENCE IN WAVERLEY

If you live in the Municipality of Waverley, how long have you lived there?

Less than one year	[ ] 1	60	(9.7)
1 year	[ ] 2	29	(4.7)
2 years	[ ] 3	56	(9.0)
3 years	[ ] 4	36	(5.8)
4 years	[ ] 5	26	(4.2)
5 - 9 years	[ ] 6	81	(13.1)
10 - 16 years	[ ] 7	124	(20.0
17 years and over	[ ] 8	208	(33.5)
		620	

THERE ARE MORE QUESTIONS ON THE BACK OF THIS PAGE

QUESTION 16

Have you ever been directly referred to the library by any other social agency, government department, advice bureau, medical practitioner, etc?

Yes	[ ] 1	40	(5.0)
No	[ ] 2	764	(95.0)
		804	

QUESTION 17

Have you ever been referred by the library staff to another social agency, government department, advice bureau, medical or legal practitioner etc?

Yes	[ ] 1	43	(5.4)
No	[ ] 2	758	(9.4)
		801	

QUESTIONS 18 - 23 NEWSPAPERS

Do you regularly read any of the following daily newspapers? Please put an X in the box for each paper you read regularly. Leave blank if you do not read any daily paper, or only read the Sunday papers.

Question 18	The Australian	[ ]	1	168	(20.2)
" 19	Sydney Morning Herald	[ ]	1	434	(52.3)
" 20	Daily Telegraph	[ ]	1	201	(24.2)
" 21	The Sun	[ ]	1	371	(44.7)
" 22	The Daily Mirror	[ ]	1	281	(33.9)
" 23	Other (please specify title)	[ ]	1	32	(3.9)

.....

QUESTIONS 24 - 30 USE OF OTHER LIBRARIES

Do you use any other libraries? If you do, please indicate below all types of libraries you use, even if only occasionally, or for special purposes.

Question 24	Other public libraries	[ ]	1	245	(29.5)
" 25	School libraries	[ ]	1	211	(25.4)
" 26	Technical business or commercial college libraries	[ ]	1	62	(7.5)
" 27	University or college of advanced education libraries	[ ]	1	250	(30.1)
" 28	The State Library of N.S.W. (Mitchell Library)	[ ]	1	150	(18.1)
" 29	Library provided by your employer	[ ]	1	41	(4.9)
" 30	Other (please specify)	[ ]	1	20	(2.4)

.....

.....

DID YOU ANSWER QUESTIONS 16 - 30 ON PAGE 6?

QUESTIONS 31 - 37 REASONS FOR VISITING THE LIBRARY

Why did you visit the library today? Was it for one or more of the following reasons? Please mark each relevant box.

Question	31	To borrow and/or return books	[ ]	1	578	(69.6)
"	32	To read the magazines or newspapers	[ ]	1	20	(2.4)
"	33	To use the reference library	[ ]	1	308	(37.1)
"	34	To ask the library staff for info.	[ ]	1	50	(6.0)
"	35	To use the photocopying machines	[ ]	1	90	(10.8)
"	36	To use the local history collection	[ ]	1	19	(2.3)
"	37	Other (please specify)	[ ]	1	25	(3.0)

.....

.....

QUESTIONS 38 - 46 OTHER SERVICES

If the following services were available, which would you use, if any? Leave blank if you would not be interested in using them.

Question	38	Fine art pictures for loan	[ ]	1	149	(18.0)
"	39	Records (discs) for loan	[ ]	1	385	(46.4)
"	40	Cassette tapes for loan	[ ]	1	398	(48.0)
"	41	Movie films for loan	[ ]	1	240	(28.9)
"	42	Slides for loan	[ ]	1	163	(19.6)
"	43	A map room	[ ]	1	115	(13.9)
"	44	A local history room	[ ]	1	157	(18.9)
"	45	Language learning facilities	[ ]	1	269	(32.4)
"	46	Books in foreign languages (please specify language(s)	[ ]	1	111	(13.4)

.....

QUESTION 47

How do you rate your library service? Do you think it is ...? Mark only one box.

Excellent	[ ]	1	258	(31.7)
Very good	[ ]	2	314	(38.6)
Good	[ ]	3	147	(18.1)
Satisfactory	[ ]	4	84	(10.3)
Poor	[ ]	5	9	(1.1)
Very poor	[ ]	6	2	(0.2)
			814	

THERE ARE MORE QUESTIONS ON THE BACK OF THIS PAGE

It would help us to know the area in which you live. Please write the name of your street and suburb below. We do not require your house number.

Street _____

Suburb _____

YOUR GENERAL COMMENTS

Please make any comments you like about the library service. Feel free to remark on the staff, your impressions of the service, other services you consider necessary, quality and adequacy of the book stock, etc.

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

****

THANK YOU FOR YOUR TIME

We are most grateful for the kindness you have displayed in completing this questionnaire. Your efforts are sincerely appreciated.

If you have completed this at home, please bring it with you on your next visit to the library and hand it to the library staff

---

OFFICE USE ONLY

	Mon	Tues	Wed	Thu	Fri	Sat	Sun
QUESTION 48	[ ] 1	[ ] 2	[ ] 3	[ ] 4	[ ] 5	[ ] 6	[ ] 7

	10 - 12	12 - 2	2 - 4	4 - 6	6 - 9
QUESTION 49	[ ] 1	[ ] 2	[ ] 3	[ ] 4	[ ] 5

QUESTION 50 [ ]

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